



Nahdi Medical Company
شركة النهدي الطبية

BEAUTY GUIDE

Skin care



First Edition
V1.12.10

Introduction

No one can deny that to be professional community pharmacist we must be able to deal with any customer need in a professional manner and this require core competencies like knowledge , skills and attitude. The knowledge represent the pushing power to us and skills represent the steering force to our knowledge to achieve our goal and the attitude represent(our welling to do) make harmony between our knowledge and skills. We need to gain all these capabilities to reach peak performance at the field of community pharmacy to be really pioneers in helping communities live a healthier and more beautiful life and Regarding to this bright vision our company insist on establishing training and development department . All of us know that community pharmacists area of concern mainly related to pharma , non pharma and administrative knowledge beside selling skills and people skills

We will deal with non pharma part at this ***beauty guide***

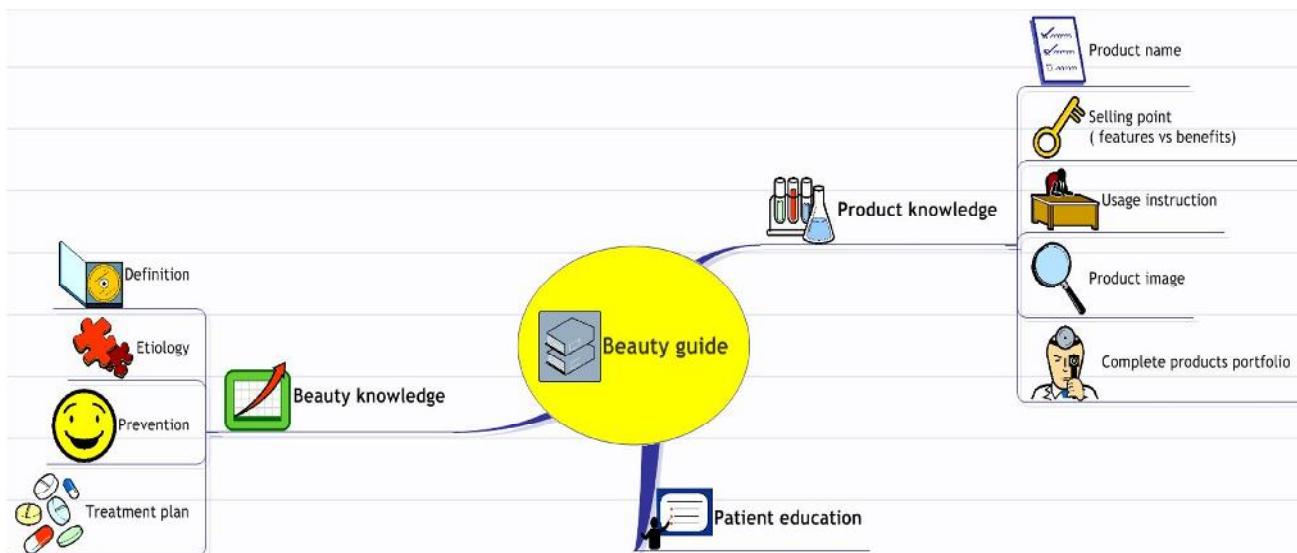
unfortunately we neither study beauty knowledge at our faculty nor practice beauty care before engaging NMC and suddenly we face a huge market of beauty care products and we must be professional at these products .from here we realize the importance of beginning of non pharma category

How to use this book ?

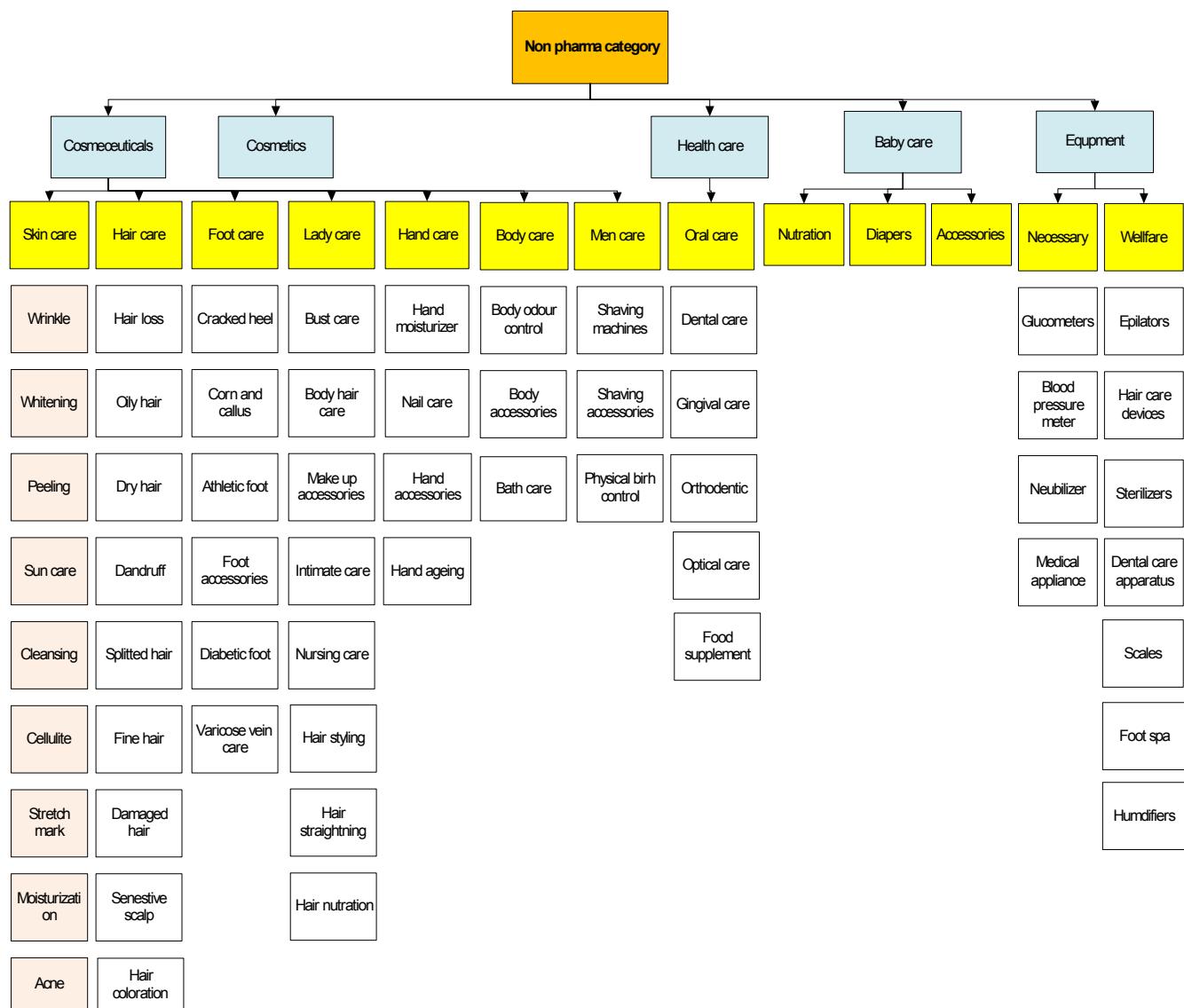
Beauty guide classified into several series. Each series will discuss certain beauty care topic . regarding the following

- ↳ Beauty knowledge (the basic knowledge of the topic)
- ↳ Product knowledge (products related to that topic and available at NMC)
- ↳ Customer and patient education (information we could say to the customer or the patient for better management of case)

this series will discuss skin care



None pharma planogram





Cosmeceutical

▪ What are Cosmeceuticals ?

Cosmeceuticals represent a marriage between cosmetics and pharmaceuticals.

- ✓ Like cosmetics

they are topically applied to improve appearance.

- ✓ Like drugs

they contains ingredients that influence biological functions of the skin.

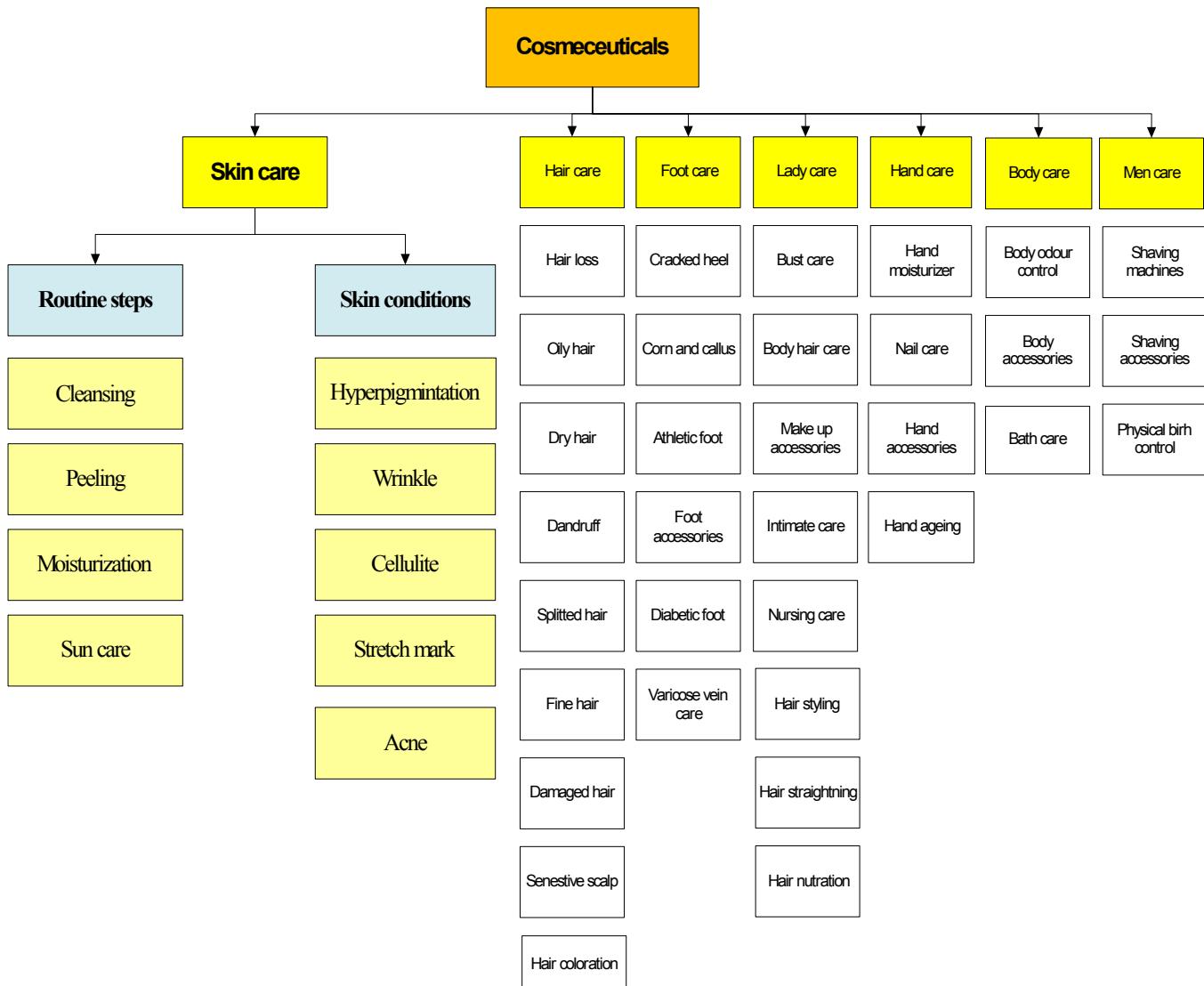
They represent the fastest growing segment of the natural personal care industry.



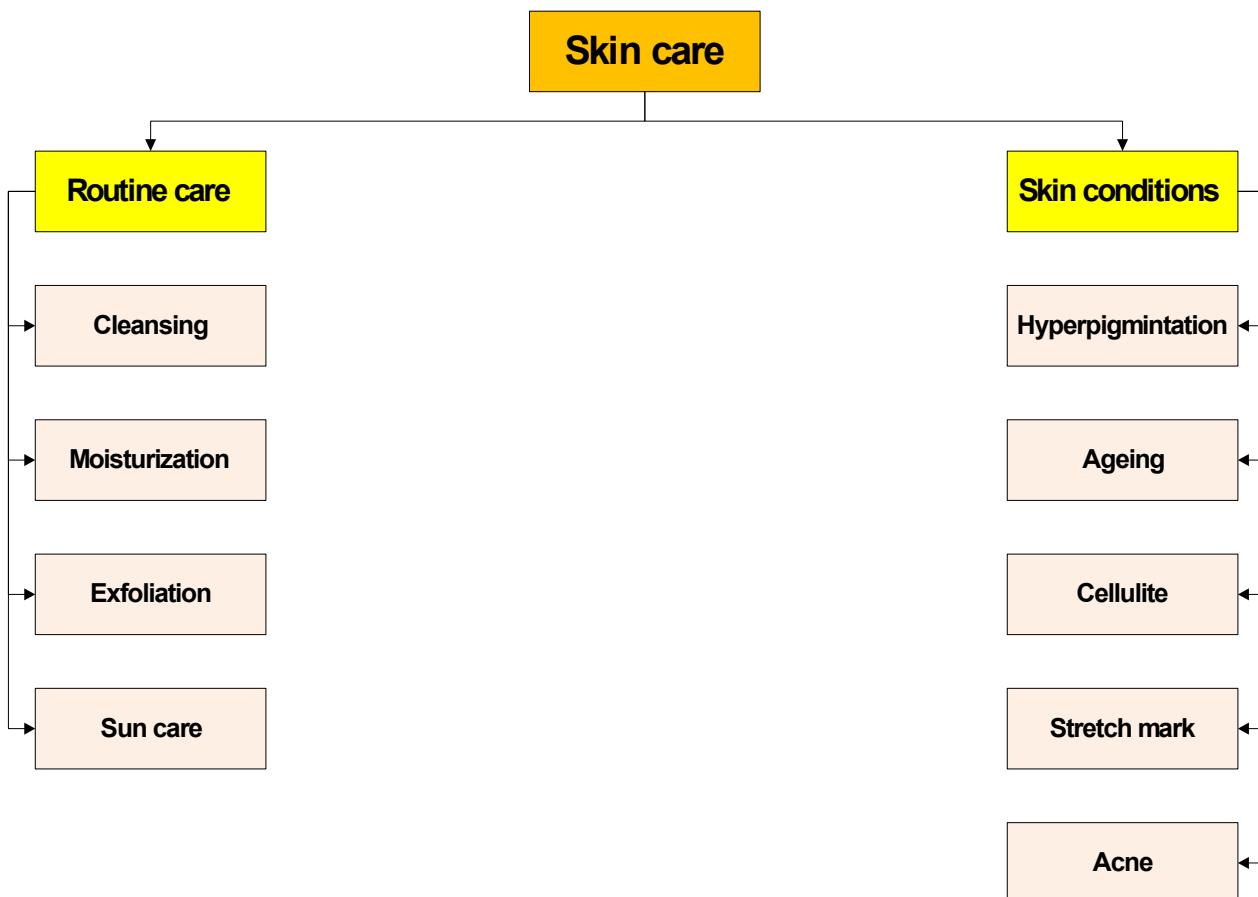
▪ Factors Affecting Selection Of The Proper Cosmeceutical product

- ✓ Ingredients.
- ✓ Producer's reputation
- ✓ Costumers feedback..
- ✓ Pharmacists feedback.
- ✓ Dermatologists recommendations.
- ✓ Internet related Authenticated sites.

Cosmeceutical planogram



Skin care planogram



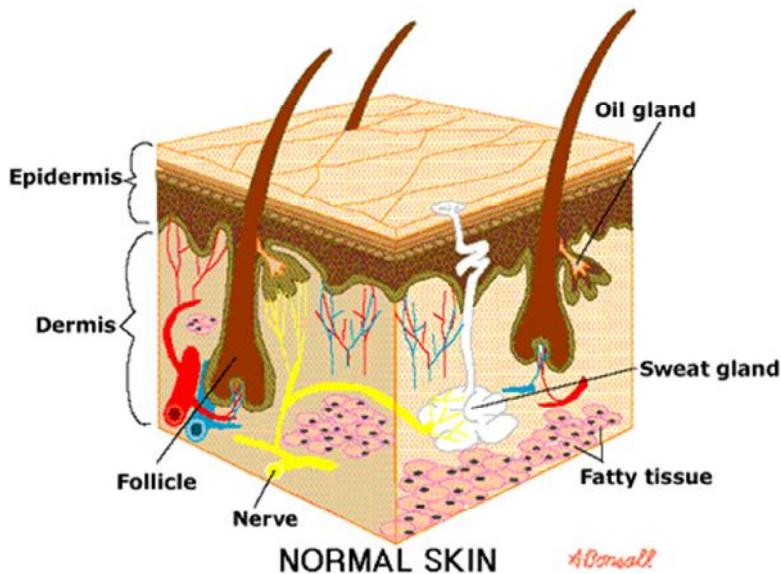
The skin

Definition:

The skin is the body's outer covering. It protects us against heat and light, injury, and infection. It regulates body temperature and stores water, fat, and vitamin D. Weighing about 6 pounds, the skin is the body's largest organ.

The skin Reflect :

- ✓ Age
- ✓ Health
- ✓ Life style
- ✓ Image

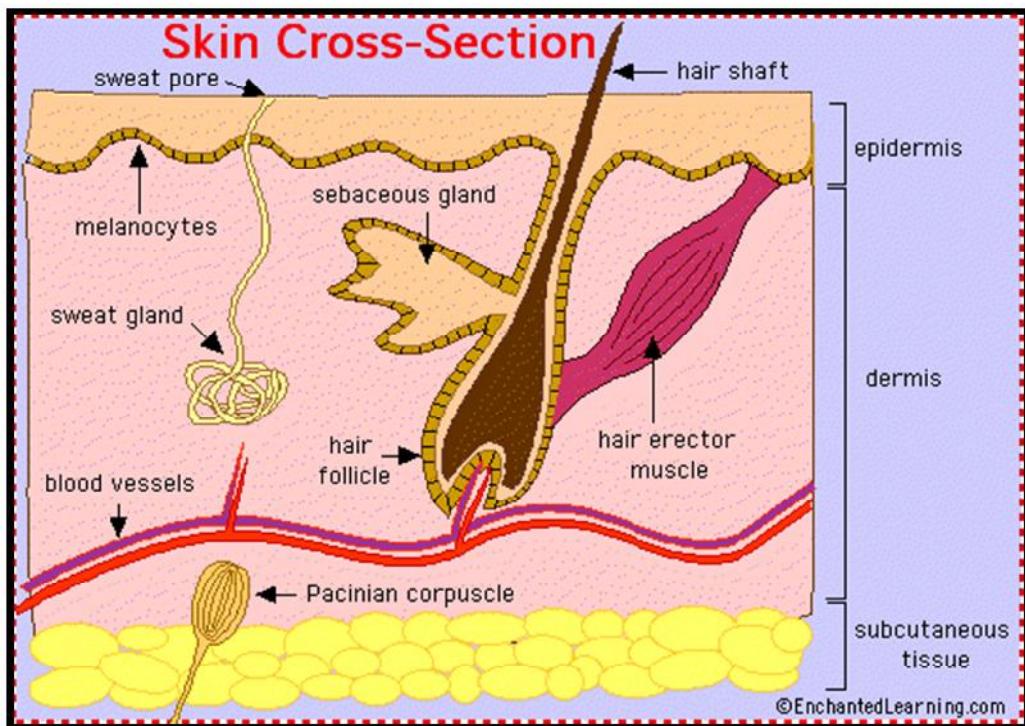


Skin structure

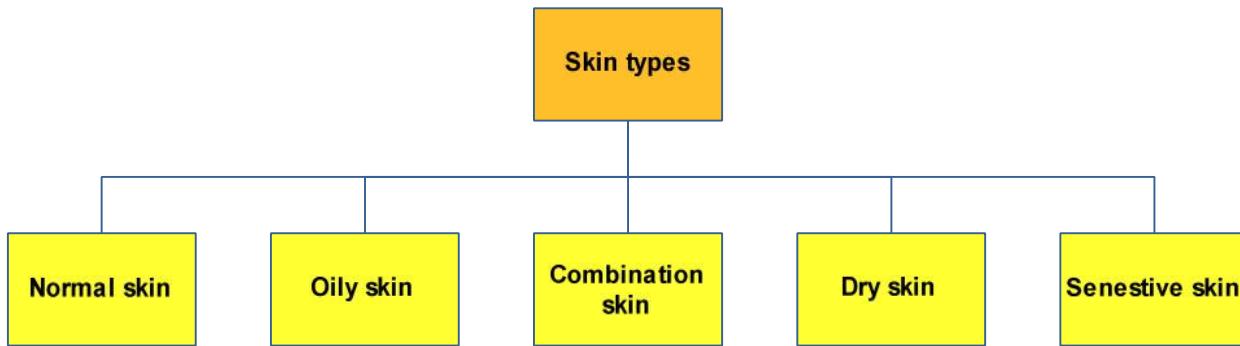
- Skin consists of 3 layers

- ✓ Epidermis
- ✓ Dermis
- ✓ Subcutaneous hypodermis

The outermost layer is stratum corneum which consists of dead cells and water.



Skin structure diagram



- **Oily skin**

tends to shiny with enlarged pores, and is prone to blackheads & blemishes. You might experience some tightness.

- **Dry skin**

Tend to feels tight, especially after cleansing, & liable to have fine wrinkles, flaking & red patches. In colored women, skin may appear ashy or dull from dead skin build-up.

- **Combination/normal**

This skin type has medium pores, a smooth & even texture, good circulation, healthy colour, may tend toward dryness on the cheeks while being oily in the t-zone.

- **Sensitive skin**

tends to be thin, delicate with fine pores. It flushes easily, , frequently allergic & can be rashy.

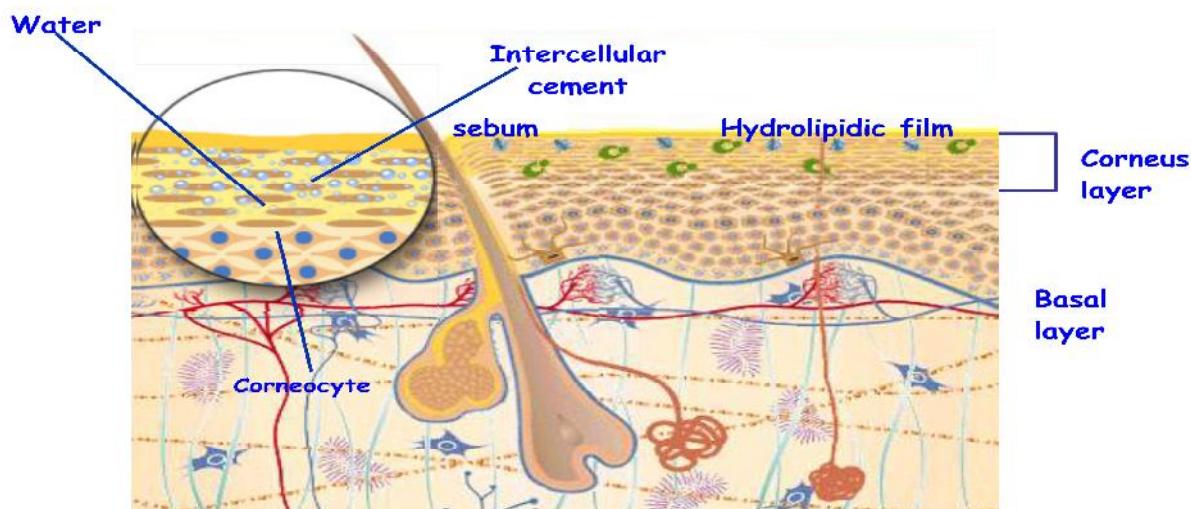
Each person's skin is unique and is a natural combination of three factors:

1. **Water content**, which is responsible for the skin's suppleness and comfort.
2. **Lipid content**, which is responsible for nutrition and softness.
3. **Level of sensitivity**, which is responsible for the skin's resistance to and tolerance of environmental factors.

Normal skin

- This skin type has medium pores (invisible), a smooth & even texture, good circulation and no greasy patches or flaky areas, healthy colour and it has optimal content of water and lipid Normal skin has an adequate amount of water and lipids and a moderate sensitivity level

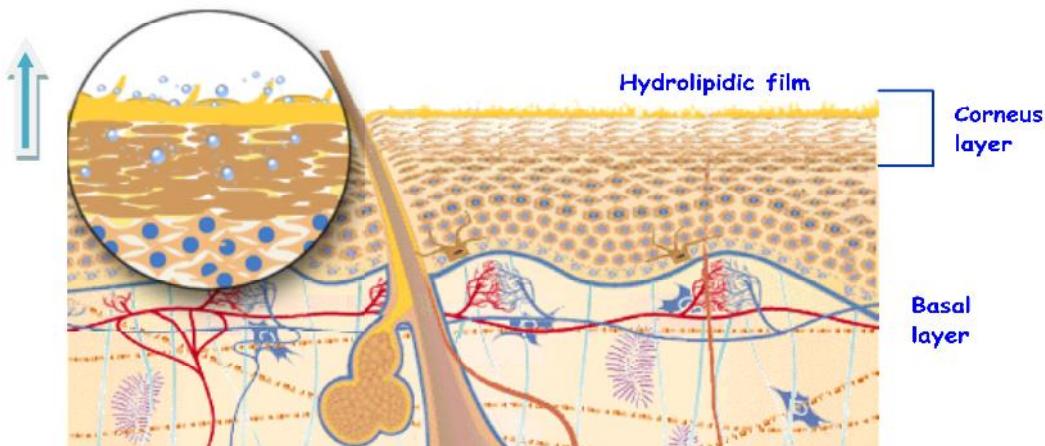
Normal skin



Dry skin

- Tend to feel tight, especially after cleansing, & liable to have fine wrinkles, flaking & red patches.
In women of colour, skin may appear ashy or dull from dead skin build-up.

Dry skin



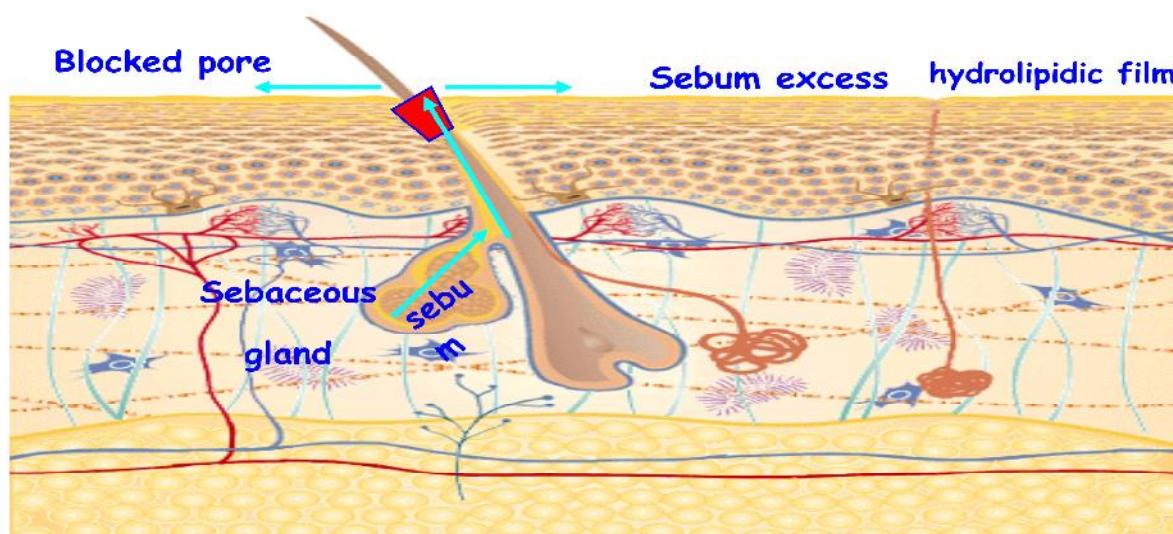
Oily skin

- tends to be shiny with enlarged pores, and is prone to blackheads & blemishes. the oil producing sebaceous glands are overactive and produce more oil than is needed. The oil oozes and gives the skin a greasy shine. The pores are enlarged and the skin has a coarse look

- Causes of Oily Skin**

- ✓ Heredity
- ✓ Diet
- ✓ Hormone levels
- ✓ Pregnancy
- ✓ Birth control pills
- ✓ Cosmetics you use
- ✓ Humidity and hot weather

Oily skin



Combination skin

- This skin type has medium pores, a smooth & even texture, good circulation, healthy colour, may tend toward dryness on the cheeks while being oily in the t-zone.

Combination skin

OILY T ZONE

Features

- open pores
- impurities
- blackheads
- shiny

Action

- Cleansing
- Shine control

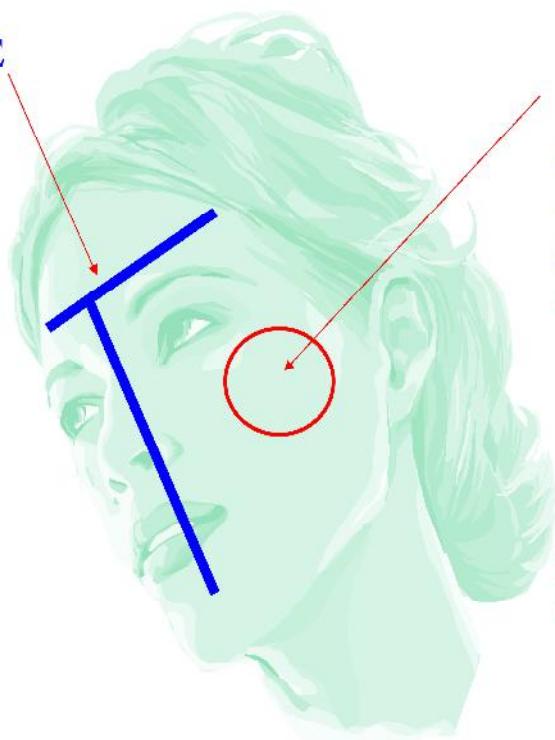
DRY CHEEKS

Features

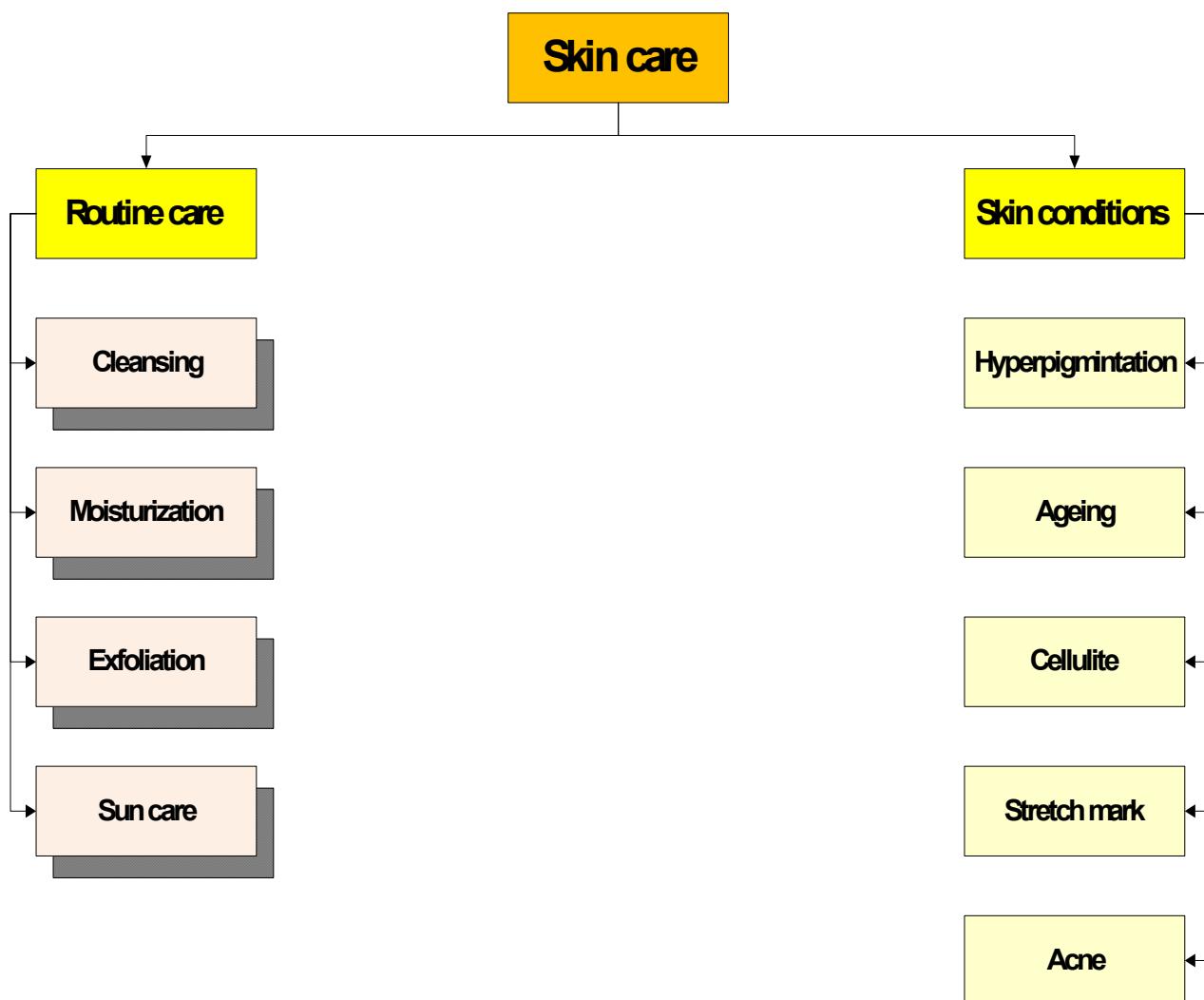
- taut
- pulling
- coarse
- flaky

Action

- Hydration
- Nutration



Skin care planogram





Skin care

Care steps

Cleansing

- **Chapter objectives :**

By the end of this chapter we will be able to know the following :

- ✓ Facial cleansing benefits
- ✓ Proper cleansing steps
- ✓ Cleansers classification
- ✓ Sales benefit of cleansing concept
- ✓ Facial cleansing patient education
- ✓ Product knowledge of cleansers



Cleansing

- **Benefits**

- ✓ Remove dirts, makeup, grime and contaminants.
- ✓ Clears the way for the penetration of the active ingredients you may want to apply afterwards.

- **Frequency :** for most people twice daily.

- **Precaution :** Knowing the skin type is critical in choosing the proper cleanser.

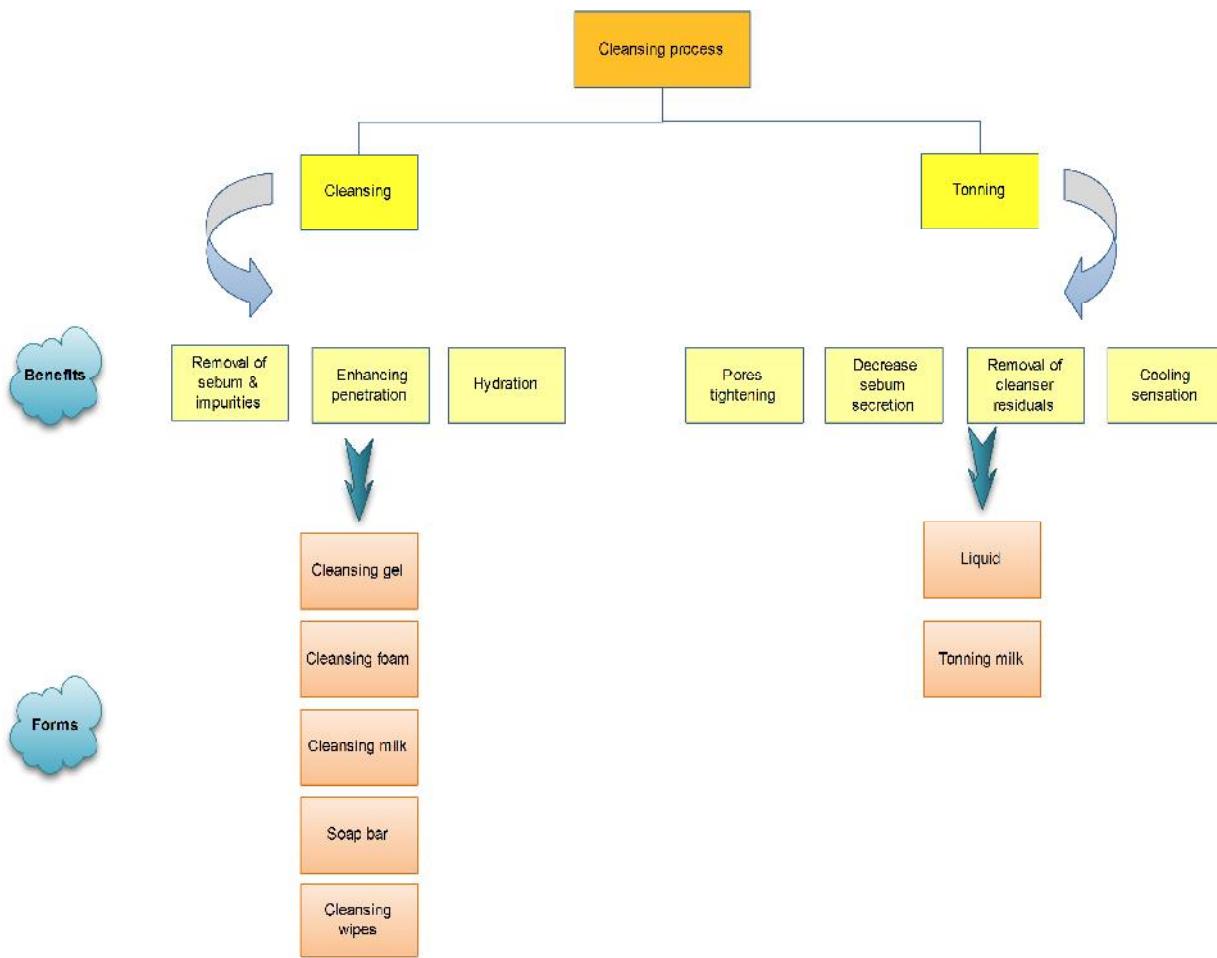
- **Sales benefit**

The cleansing stage considered as main line of treatment and must be performed before application of any product in case of

- ✓ Hyperpigmentation
- ✓ Wrinkle
- ✓ Moisturization
- ✓ Acne
- ✓ Sun protection

As it prepares the skin to absorb the product you may want to apply afterward increasing its efficacy

- Proper facial cleansing steps



(Wet cleansing)

Rinse with tap water

(Dry cleansing)

Use a piece of cotton for application

- Notice

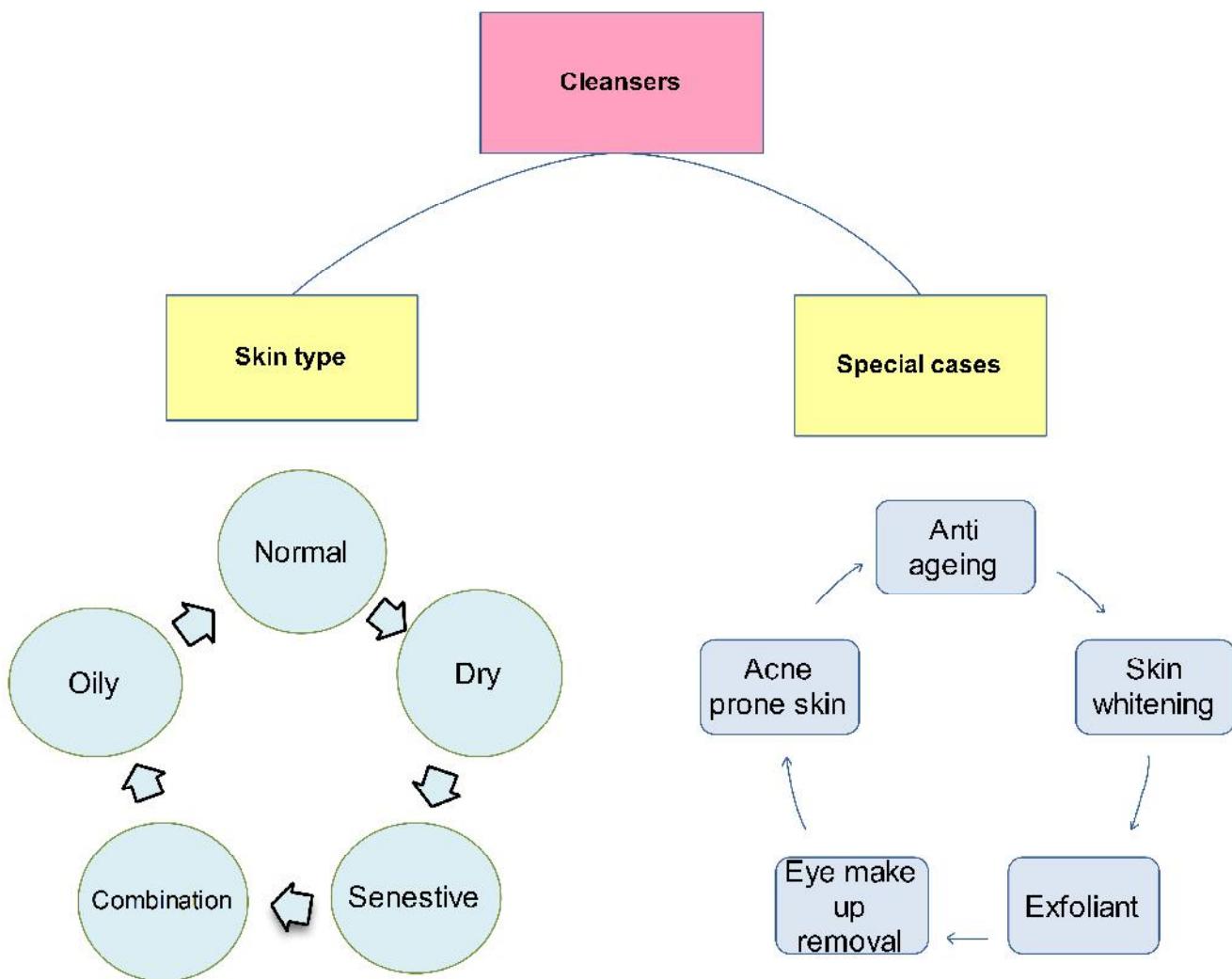
- ✓ Cleansing and toning is a must in case of oily skin
- ✓ For other types of skin we could use wet or dry cleanser followed by cleansing toner as optional step
- ✓ Toning step is done to
 - Tighten the pores
 - Remove the residuals of cleansers
 - Cooling sensation



"Which one of these things is the soap?"

Choosing The Proper cleanser

Cleansers classification





▪ Why the eye zone need special products ?!!

➤ The skin around eye has its own traits:

1. It has virtually no sebaceous glands.
2. It is much thinner and more sensitive than other facial skin.
3. It overlies a particularly dense capillary network.
4. Has minimal fat padding.
5. Stressed by frequent eye movement and squinting.

➤ Eye makeup products (Mascaras and eye shadows) are of wide variety in their composition ,(water-based , solvent-based , petrolatum distillates , water proof formulas) So,they need special cleansers of mixed properties.

▪ Customer education

1. Pour a small amount of cleanser in your palm.
2. Gently run the cleanser all over you face with your finger tips for **20-25 seconds**.
3. Splash **running warm water** (lukewarm water) in your face several times to rinse off the cleanser until there is no more residue on your skin, Don't **direct the stream onto your face**.
4. Take a clean towel and **gently pat** your face, **make sure it remains moist** to prepare your face for the following step.
5. Cleansers may be **washed up by water or toner or wiped off by a cotton or cloth** according to the cleanser's type.

▪ Sales gate

Facial cleansers not suitable for eye zone cleansing as it is irritant (not ophthalmologically tested)
So we recommend using special formula for eye zone cleaning (eye makeup removal formulas)

- Cleansing products available at NMC

product	Ingredient	Features	Benefits	Picture
RoC Enydrial dermatological bar	<ul style="list-style-type: none"> • soap free cleansing agents • Glycerin • Panthenol • Beta Sitosterol 	<ul style="list-style-type: none"> • Against dehydration • Against inflammation ,irritation • No fragrance , hypoallergenic , non comedogenic, moisturizing, soap free • Without over drying effect • reduce discomfort sensation for dry skin 	<ul style="list-style-type: none"> • Suitable for skin dryness and sensitive skin • suitable in hajj& ommra seasons • moisturizing effect • suitable in skin dryness diseases with high tolerability 	
RoC Enydrial Face cleansing lotion	<ul style="list-style-type: none"> • Soap free cleansing agents • glycerin • Emollient agents • Panthenol 	<ul style="list-style-type: none"> • Against dehydration • Against inflammation ,irritation • No fragrance , hypoallergenic , non comedogenic, moisturizing, soap free • Without over drying effect 	<ul style="list-style-type: none"> • Ideal make up remover for both eye &face even water proof make up for dry skin, just with cotton pads no water needed • Suitable for skin dryness and sensitive skin • suitable in hajj& ommra seasons • moisturizing effect • suitable in skin dryness diseases with high tolerability 	
RoC Enydrial foaming gel	<ul style="list-style-type: none"> • soap free cleansing agents • Glycerin • Panthenol • Beta Sitosterol 	<ul style="list-style-type: none"> • Against dehydration • Against inflammation ,irritation • No fragrance , hypoallergenic , non comedogenic, moisturizing, soap free • Without over drying effect 	<ul style="list-style-type: none"> • Same like soap but in gel form according to consumer life style 	

product	Ingredient	Features	Benefits	Picture
RoC Hydra 3in 1		<ul style="list-style-type: none"> Triple action Cleanser Toner Moisturizer (Clarify, tightening the pores and moisturize the skin) 	<ul style="list-style-type: none"> 3 uses in just one product (one step) provide time saving ,economic & easy to use with cotton pads Make up removal 	
RoC Purif-ac cleanser	<ul style="list-style-type: none"> 1%salicylic acid) 	<ul style="list-style-type: none"> Deeply clean the pores, remove oils prevent formation of spots & black heads 	<ul style="list-style-type: none"> Daily care for acne prone skin and oily skin Potentiate the action of upward applied medication in case of acne 	
RoC Calmance cleansing lotion		<ul style="list-style-type: none"> milky cleanser with anti inflammatory ,itching and redness effect....by cotton pads 	<ul style="list-style-type: none"> suitable for cleansing after sun burn, laser ,chemical peeling and any skin problems having redness (sensitive skin) Used as water proof make up remover 	
RoC eye makeup remover		<ul style="list-style-type: none"> Remove impurities and make up of eye 	<ul style="list-style-type: none"> suitable for the delicate eye contour 	
Roc skin toner		<ul style="list-style-type: none"> Remove deep impurities Tighten the pores Remove residuals of cleansers 	<ul style="list-style-type: none"> give healthy clean skin 	

product	Ingredient	Features	Benefits	Picture
EXFOLIAC Foaming gel 200 ML	<ul style="list-style-type: none"> AHA Zinc lactate 	<ul style="list-style-type: none"> Control sebum production purify the skin and eliminate impurities 	<ul style="list-style-type: none"> prepare the skin for care mask blemishes moisturize matify complexion all day long 	
DUCRAY Keracnyl Cleansing Gel – 200ml	<ul style="list-style-type: none"> Glycolic acid 4% Zinc salicylate 0.5% Sabal Glycerin 	<p>Keratolytic action (AHA+BHA) Bactericidal effect on acne Sebum reduction Hydrating action</p>	<p>Cleanse and clears the shiny skin Suitable for acne prone skin and oily skin</p>	
ORANGE DAILY Daily cleanser	Oat Protein Witch Hazel Molasses Vitamin C	<p>-(<i>Hydrolyzed Oat Protein</i>) Moisturizing Botanical Film Forming Conditioning Agent</p> <p>-(<i>Saccharum Officinarum</i>) Plant Source of Alpha Hydroxy Acid, has an excellent Exfoliating action</p> <p>-(<i>Hamamelis Virginiana</i>) An antioxidant form of retinol that helps increase epidermal thickness and stimulate epidermal proteins to keep skin soft and plump</p>	<p>-Detoxification, soothing and Protection of the skin</p> <p>-Washes away make-up, dirt and other impurities. Leaves skin feeling refreshed and silky smooth</p> <p>-Good for all skin Types</p> <p>- A detergent- and formaldehyde-free cleanser that gently purges dirt, makeup, and environmental pollutants from the skin without dehydration or irritation</p>	

product	Ingredient	Features	Benefits	Picture
BIODERMA Atoderm soap		<ul style="list-style-type: none"> Mild washing base, SLS free High rinsing power Biconcave in shape-melt slowly big volume Lasting for longer duration Perfume free 	<ul style="list-style-type: none"> Moisturizing ,soothing and Anti septic soap <p>For face and body use (Adults, children and babies)</p> <ul style="list-style-type: none"> Not irritating patients with atopic skin better patient acceptance. Suitable for atopic and dry skin patient Could be used in hajj 	
BIODERMA Sebium foaming gel		<ul style="list-style-type: none"> Soothing, seboregulating, purifying actions Excellent ocular and skin tolerance. For Ladies: could be used as Make up remover For Men : could be used as Shaving foam 	<ul style="list-style-type: none"> Suitable cleanser <p>For oily and Combination skin and for acne prone skin and for acne patients under treatment</p> <ul style="list-style-type: none"> Excellent tolerability Suitable for men with beard folliculitis 	
CLEARASIL Daily face wash	<ul style="list-style-type: none"> 2% salicylic acid 2% sorbitol Glycerin Areauma tsTM 	<ul style="list-style-type: none"> It has Keratolytic and purifying action Moisturizer Soothing and calming effect decreasing PGE2 and increasing endogenous endorphin Removing impurities , dirt and contaminants Preparing the skin to accept and absorb upward application of medication 	<ul style="list-style-type: none"> Fights 100% of spots Clinically tested / clinically proven Clears existing spots / Helps prevent spots Visibly clearer skin Visibly reduces spot size Visibly reduces spot redness Dermatologically tested Acceptable tolerance Without over drying 	

product	Ingredient	Features	Benefits	Picture
CLEARASIL Deep pore treatment toner (Ultra lotion)	<ul style="list-style-type: none"> • 2% salicylic acid • 2% sorbitol • Glycerin • Areauma tsTM 	<ul style="list-style-type: none"> • It has Keratolytic and purifying action • Moisturizer • Soothing and calming effect decreasing PGE2 and increasing endogenous endorphin • Tightening pores after cleansing • Removing the residuals of cleansers 	<ul style="list-style-type: none"> • Fights 100% of spots • Clinically tested / clinically proven • Clears existing spots / Helps prevent spots • Visibly clearer skin • Visibly reduces spot size • Visibly reduces spot redness • Dermatologically tested • Acceptable tolerance • Without over drying 	
OLAY Skin Adapt Face wash	<ul style="list-style-type: none"> • Sodium Lauroam phoacetate, • Sodium Myristoy l Sarcosinate, • Sodium Tridecyl Sulfate, • Salicylic Acid, • Sorbitol, • Glycerin, • Sodium Chloride, 	<ul style="list-style-type: none"> • Controls sebum production • purifies the skin and eliminates impurities 	<ul style="list-style-type: none"> • Adapts to varying needs of skin • Balances drier and oilier areas of the skin • Removes impurities leaving skin soft and smooth • Suitable for normal, oily and combination skin 	

product	Ingredient	Features	Benefits	Picture
OLAY Skin Adapt milk	<ul style="list-style-type: none"> Glycerin Paraffinum Liquidum, PEG 6 Stearate, PEG 30 Glyceryl Stearate, niacinamide, Cymbopogon Citratu 	<ul style="list-style-type: none"> Controls sebum production purifies the skin pores and eliminates impurities 	<ul style="list-style-type: none"> Adapts to varying needs of skin Balances drier and oilier areas of the skin Removes impurities leaving skin soft and smooth Deeply cleanses oilier areas while hydrating dry areas Suitable for normal, oily and combination skin 	
OLAY Skin Adapt toner	<ul style="list-style-type: none"> Salicylic Acid, Glycerin, Panthenol, Sodium Dehydroacetate, Salvia Officinalis (Sage extract), Camelli 	<ul style="list-style-type: none"> Tightening pores after cleansing Removing the residuals of cleansers purifies the skin pores and eliminates impurities 	<ul style="list-style-type: none"> Adapts to varying needs of skin Balances drier and oilier areas of the skin Removes impurities leaving skin soft and smooth and the pores tight Suitable for normal, oily and combination skin 	
OLAY Gentle Cleanser Face wash	<ul style="list-style-type: none"> Sodium Lauroamphoacetate, PEG-200 Hydrogenated Glyceryl palmitate, sorbitol, Glycerin aloe barbadensis , cucumis sativitus 	<ul style="list-style-type: none"> gentle on skin for everyday cleansing. A formulation of caring cleansing ingredients, containing extracts of Aloe and cucumber which lifts away dirt and make up to effectively cleanse and refresh the skin 	<ul style="list-style-type: none"> Removes impurities leaving skin soft and smooth Moisturize the skin Facilitate the absorption of upward applied creams Suitable for normal and dry skin 	

product	Ingredient	Features	Benefits	Picture
OLAY Gentle Cleanser eye makeup remover	<ul style="list-style-type: none"> • Sodium Lauroam phoacetate • , PEG- 200 • Hydrogenated Glyceryl palminate, • Sorbitol • glycerin, • aloe barbadensis • , cucumis sativitus 	<ul style="list-style-type: none"> • Gently cleanses • , effectively removes waterproof makeup , perfumed and color free 	<ul style="list-style-type: none"> • Non irritant to eye zone • Ophthalmologic ally tested • Suitable for normal and dry skin 	
OLAY Total effect facial wash	<ul style="list-style-type: none"> • Dimethicon • Panthenol • Niacinamide • Glycerin • Vitamin B5 	<ul style="list-style-type: none"> • Removing impurities , dirt and contaminants • Preparing the skin to accept and absorb upward application of medication 	<ul style="list-style-type: none"> • Enhance the efficacy of upward applied total effect cream • Stimulates cell renewal 	



Skin care

Care steps

Exfoliation

▪ Chapter objectives

By the end of this chapter we must be able to know the following :

- ✓ Benefits of exfoliation process
- ✓ Types of exfoliation
- ✓ Exfoliation patient education
- ✓ Glycolic acids actions and uses
- ✓ Product knowledge of exfoliators
- ✓ Facial masks types
- ✓ Facial masks usage instructions
- ✓ Sales benefits of exfoliation knowledge

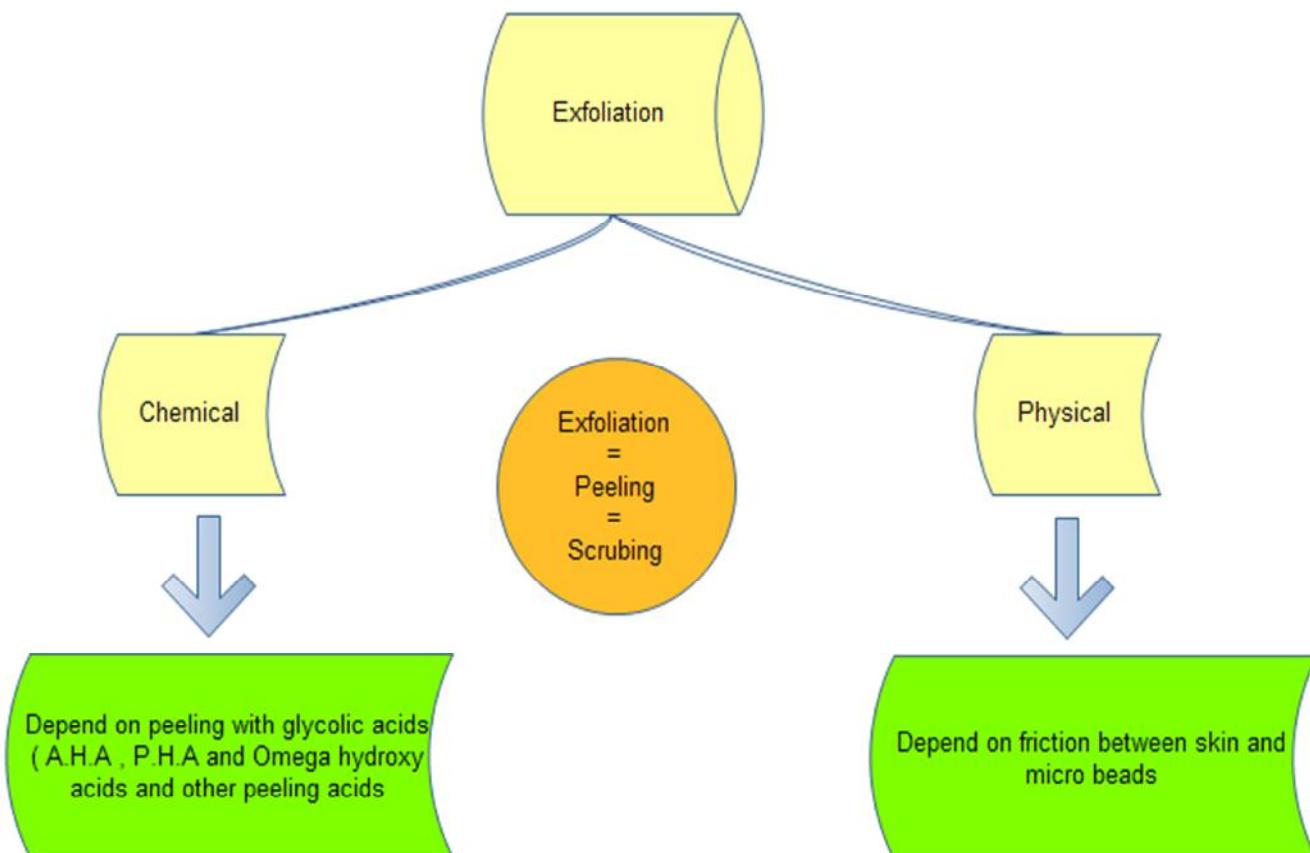


Exfoliation

- **Benefits:**

- ✓ Removal of dead cells
- ✓ Renewal of cells
- ✓ Skin smoothing
- ✓ Collagen stimulation
- ✓ Whitening

Exfoliation types



▪ Physical (mechanical) exfoliation

It is done by

- ✓ Scrub

It depend on the friction between the micro beads and the skin

- ✓ Exfoliating Mask (peel off mask)

Suitable for dull skin

Boost of radiance

deep down clean face, tighten pores, or brighten and exfoliate the face.

provides instant, intensive smoothing benefits.

dissolves dull and dry skin creating a complexion that is fresh, clear, smooth, and bright.

Remember :

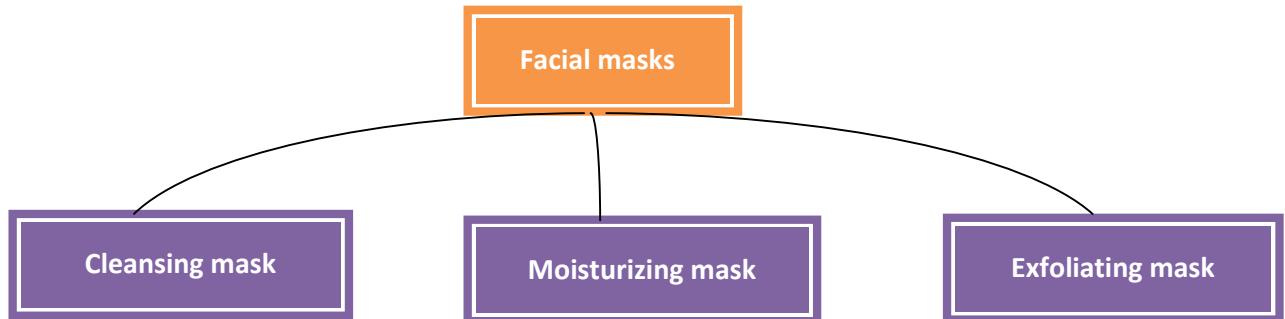
Facial masks



↳ Action

- Masks have a deep cleansing action on the skin, removing impurities, wastes and dead skin cells. They also keep the pores free of clogged oil and prevent many related problems (White heads , blackheads). The removal of dead cells helps to improve the skin's ability to absorb products, making moisturization much more effective. The skin's cell renewal function also improved.
- facial masks can deep down clean face, tighten pores, or brighten and exfoliate and hydrate face.

⇨ Types



► Cleansing mask

- ➲ Often contain clay or fruit, absorb excess oils. The enzymes in fruits such as papaya have a deep-cleansing action and leave the skin glowing.
- ➲ Better suited to oily and some combination skins
- ➲ Great for removing excess oil, deep cleaning Natural clay is a great detoxifying treatment for face without leaving skin extra dry. Most clay masks work fine with sensitive skin. also help to unclog the pores and remove dead skin cells. Thus, they discourage the formation of blackheads, refine the pores and improve the texture of the skin

► Moisturizing mask

- ➲ Suitable for dry skin
- ➲ rejuvenate and plump the skin
- ➲ Could be used as ***firming mask*** as it boost skins moisture content which will reduce fine lines caused by skins dehydration. This will give the appearance of a more youthful and firmer face.

► Exfoliating mask

- ➲ Mentioned before

Masks usage instructions

► Clay type



- ➲ Cleans the face first then Pat your face dry.
- ➲ Then squeeze some of the mask into your hand.
- ➲ Apply it with soft circular motion to help it get into the various pores, nooks and crannies of your face. You want it to be thick enough that every pore gets some goo into it, but thin enough so that the whole mask can dry and therefore lift away that dirt and oil. A good rule of thumb is that you want to put on just enough so that you can't see the skin any more - but so there is not a 'thickness' to the mask It should be like a layer of aluminum foil pressed down on your skin, as far as a thickness similarity goes. Solid but thin.
- ➲ Let the mask dry. Each mask will have on it a recommendation of how long this takes, usually from 10 minutes to 30 minutes. You want the mask to be fully dry so it has sucked all of the impurities away from your pores, but you also don't want to sit there for hours! ,
- ➲ use warm water and a washcloth to wash away the mask. This again keeps the pores open so that any lingering clays are cleaned out of them, and the washcloth helps to get that clay off your face.
- ➲ rinse with cold water (The cold water will close the pores back up again, helping them keep future grime from entering)

► Peel off type



- ➲ Use your fingers or a cotton ball to apply a fairly thick layer to your face and neck. Use care around your eyes.
- ➲ Let the mask dry completely.
- ➲ Peel off the face mask (remove it as one layer) and rinse with plain cool water

▪ Chemical exfoliation

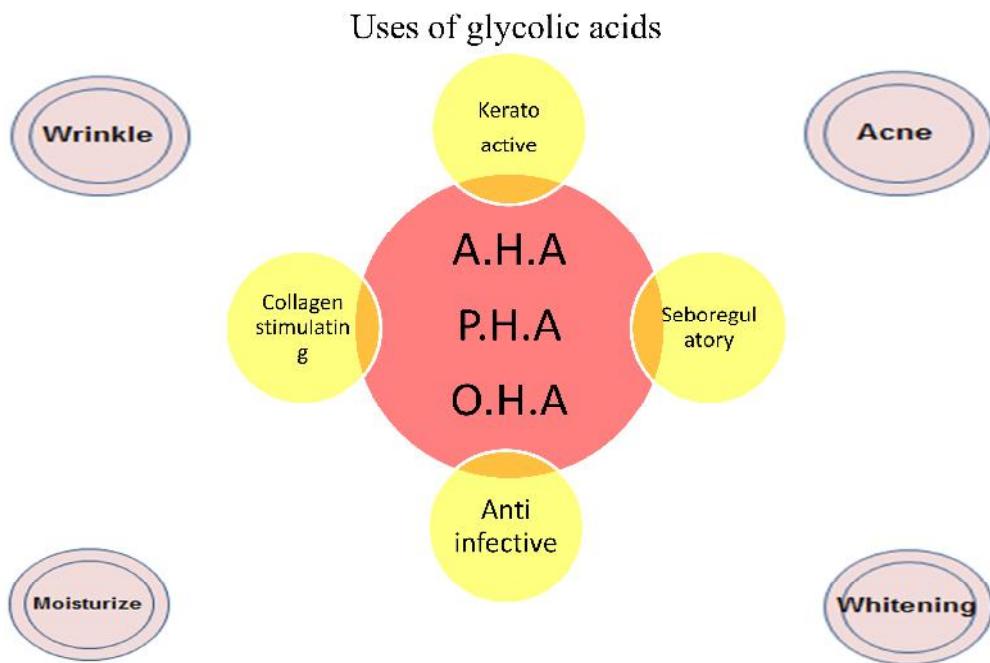
Is done by different ingredient like ,

Tretinoiin , Iso tretinoiin , Adapalene , Azelic acid and Glycolic acids

(Alpha Hydroxy acids , Poly Hydroxy acids and Omega Hydroxy acids)

➤ Exfoliation sales benefits:

- ✓ Line of treatment of wrinkles as it collagen stimulant
- ✓ Line of treatment of Hyperpigmentation as it Keratoactive(removal of skin surface layer with accumulated melanin)
- ✓ Treatment of non inflamed acne as it has Seboregulatory and anti infective effect
- ✓ Moisturizer





▪ Customer education

► For physical exfoliators

- ✓ Gentle rubbing
- ✓ Proper choice for micro beads size (face , body , once a week , once daily)

► For chemical exfoliators

- ✓ Thin layer once a day at night with gradual increasing for contact time
- ✓ Don't exceed 5% for face and 10% for body in case of OTC
- ✓ Using sun protection
- ✓ As usual with all new products application sensitivity test must be done before usage

- Exfoliation products available at NMC

Product	Ingredient	Features	Benefits	Picture
RoC Purif-ac exfoliating lotion	<ul style="list-style-type: none"> Salicylic acid(2%) sepicontrol A 5 Cedar wood Portulaca Alantoin and bisabolol copper & zinc 	<ul style="list-style-type: none"> Keratolytic action Seboregulatory action Comedolitique Anti bacterial & fungus action Anti pruritic Anti inflammatory Reinforce immunity defense soothing action Repairing action daily without need of water especially for black heads 	<ul style="list-style-type: none"> Purifies & tighten the pores and eliminates black heads Reduce imperfections & unclog the pores Reduce inflammation & Soothes redness & inflammation Healing of marks left by spots 	
EXFOLIAC Facial scrub 50 ml	<ul style="list-style-type: none"> AHA Smooth exfoliating micro bisabolol 	<ul style="list-style-type: none"> Stimulate cell renewal Remove dead skin Reduce blemishes Remove impurities 	<ul style="list-style-type: none"> Suitable for those with oily skin for weekly care Scar removal Non inflamed acne care Soothing skin 	
Bio skincare Apricot Facial and Body Scrub	<ul style="list-style-type: none"> Finely crushed apricot kernel 	<ul style="list-style-type: none"> Remove all traces of dead skin cells, pimples, open blocked pores. 	<ul style="list-style-type: none"> Cleanse, invigorate and moisture skin. 	

Product	Ingredient	Features	Benefits	Picture
Bio skincare Blueberry & Almond Body Scrub	• Finely ground blueberry & almond	<ul style="list-style-type: none"> Reduce the appearance of fine lines, wrinkles and crow's feet. helps with dry patches and flaky skin. 	<ul style="list-style-type: none"> Effective in wrinkle treatment 	
Bio skin care Olive Face & Body Scrub	• Natural Olives	<ul style="list-style-type: none"> Help's to maintain elasticity of skin, Promote a smooth, radiant complexion, Heal dry, brittle nails and soften cuticles. 	<ul style="list-style-type: none"> Moisten the skin Useful in stretch mark 	
Bio skin care Strawberry Face & Body Scrub	• Fresh Strawberries	<ul style="list-style-type: none"> Rich in antioxidants, help maintain a healthy appearance 	<ul style="list-style-type: none"> Helps to promote anti-aging. 	
CLEARASIL Acne clearing scrub	<ul style="list-style-type: none"> 2% salicylic acid 3% glycerin micro beads AreaumatsTM 	<ul style="list-style-type: none"> It has chemical and mechanical Keratolytic action thinning the keratinized outer most epidermal layer Soothing and calming effect as it decrease PGE2 and increase endogenous endorphins 	<ul style="list-style-type: none"> Fights 100% of spots Clinically tested / clinically proven Clears existing spots / Helps prevent spots Visibly clearer skin Visibly reduces spot size Visibly reduces spot redness Dermatologically tested Acceptable tolerance Without over drying 	

Product	Ingredient	Features	Benefits	Picture
OLAY Total effect mask	<ul style="list-style-type: none"> • Dimethicon • Panthenol • Niacinamid • Glycerin • Vitamin B5 • Vitamin E • Titanium dioxide • Zinc oxide • Vitamin C 	<ul style="list-style-type: none"> • Vitamin B3: Energizes skin cell • Pro Vit B5: Stimulates cell renewal • Vitamin C: Enhances skin metabolism and helps reduce pigmentation spots (whitening attributes) • Vitamin E: Anti-oxidant which fights free radicals, key in fighting skin ageing • Mineral Spring extract: • zinc oxide (Protects Skin) • Sodium (moisturizes), and magnesium (strengthens the skin) 	<p>Fight 7 signs of ageing</p> <ul style="list-style-type: none"> • Fine lines • Wrinkles. • Age spots. • Rough texture. • Dry, scaly skin • Uneven skin tone. • Deep pores. 	



Skin care

Care steps

Moisturization

▪ Chapter objectives

By the end of this chapter we must be able to know the following :

- ✓ Symptoms of skin dryness
- ✓ Causes of skin dryness
- ✓ Types of skin dryness
- ✓ Treatment plan
- ✓ Skin dryness patient education
- ✓ Moisturizers product knowledge
- ✓ Sales benefit of moisturization knowledge



Moisturization

This step is an important step to keep skin smooth and radiant with healthy appearance .

Considered as first Prophylactic line against wrinkles.

Essential step for normal and dry skin.

■ Dry skin definition :

Dry skin is incapable to Retain its water content , leading to a serious lack of water or to produce a sufficient amount of lipids, leading to a serious lack of lipids

■ Symptoms of skin dryness:

- ✓ tightness after bathing
- ✓ Itching
- ✓ Redness
- ✓ Roughness
- ✓ Deep fissures
- ✓ Scaling
- ✓ Loss of radiance
- ✓ Fine lines and fine pores
- ✓ Premature ageing

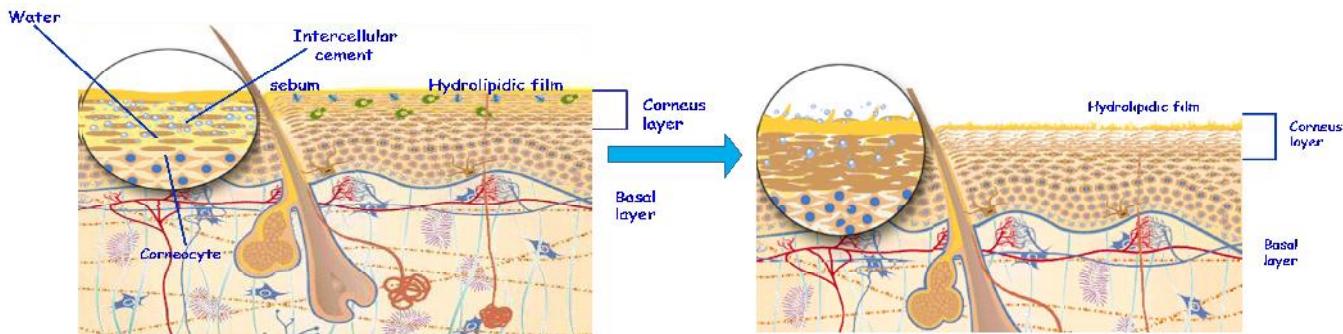
■ Causes of skin dryness

- ✓ Aging :-the outer most layer of the skin loses its capacity to retain water inside the skin specially over 40 years age due to less intracellular lipids content
- ✓ Lack of nutrients :- specially omega-3 fatty acid ,zinc and vitamin A which affect the integrity of the skin
- ✓ Chemicals:-like deodorants shampoos ,and soaps (antibacterial)
- ✓ Drinks :-like alcohol and caffeine
- ✓ Drugs :-like diuretics ,antihistaminic ,isotretinoins
- ✓ Diseases:- like sever diarrhea ,vomiting ,high fever ,and sweating end stages of renal disorders ,billary disorders ,diabetes ,hyper parathyroidism , Hodgkin disease ,post burning and surgical scars destroy the skin and thin the epidermis
- ✓ Habits:-like using worm water during bathing ,heating woods ,burning stoves ,and space heaters

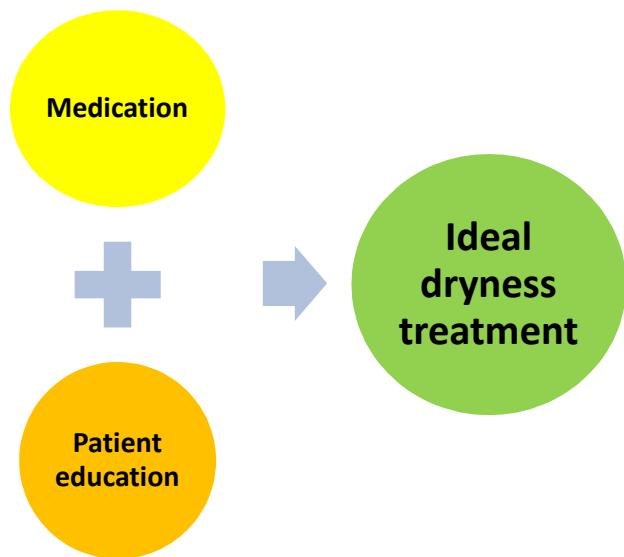
- ✓ Bathing :-repeated bathing more than one time per day may cause skin dryness
- ✓ Radiations :-areas exposed to radiation therapies
- ✓ Weather:- changes weather in winter where low humidity
- ✓ During thyroid treatment:- and weight loss skin may become dried

▪ How skin becomes dry

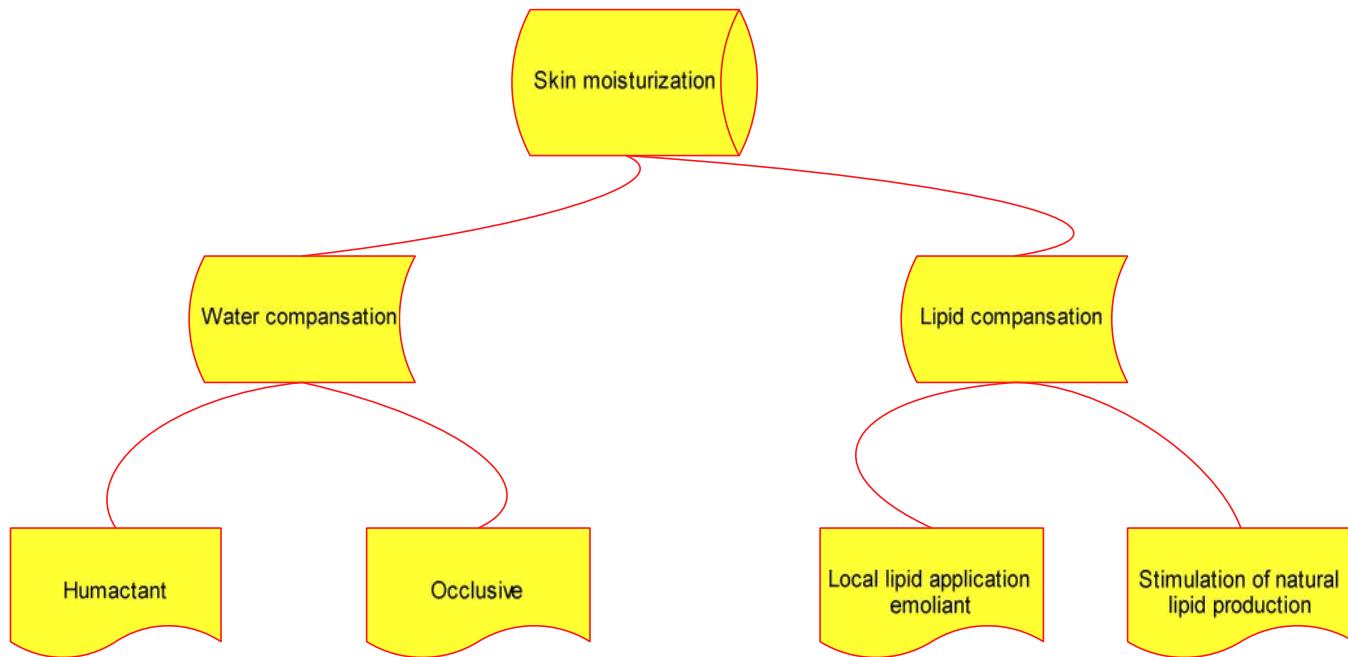
- ✓ Stratum corneum has water content of about 30%and when these content become less than 10% the outer most layer becomes dry, scaly and rough
- ✓ Water lost through evaporation (transe epidermal water loss TEWL) under low humidity conditions
- ✓ Stratum corneum has lipid layer when it has deteriorated . the skin lose its lipid content



Skin dryness treatment plan



Moisturization planogram



- So, Moisturizers acts mainly by 2 way

- ✓ Rehydration and water retention
- ✓ Restoring lipid functional barrier

▪ Patient education

- ✓ once day bath or shower is enough for keeping hygiene (to decrease oil loss)
- ✓ do not use hard drying soap but use gentle skin soap
- ✓ gently pat or blot your skin after bathing to dry your skin
- ✓ do not use wool and irritant materials in clothing use cotton and silk clothes to allow your skin breath
- ✓ use omega 3 fatty acid to help and maintain your skin integrity by eating more fishes
- ✓ Eat green leaves and fruits like (apricot ,strawberries ,soybeans ,papaya and orange)
- ✓ Avoid excess exposure to sun
- ✓ drink plenty water and herbal tea

▪ Moisturization products available at NMC

Product	Ingredient	Feature	Benefit	Image
RoC Enydrial face extra emollient	<ul style="list-style-type: none"> • Mineral oils • Glycerin • Vegetal oils • Alantoin, • Panthenol • Bisabolol • Omega3&omega 	<ul style="list-style-type: none"> • Protecting action • Nourishing action • Soothing action • Repairing action(precursor of ceramide in the skin) • Non greasy, Non comedogenic,fra grance free 	<ul style="list-style-type: none"> • Protect skin surface from dehydration • Restore hydration inside the skin • Reduce itching & tightening • Restructuring of skin.....for atopic skin • Highly accepted , safe, non irritant 	
RoC Enydrial body lotion	<ul style="list-style-type: none"> • Mineral oils • Glycerin • vegetal oils • Alantoin • Panthenol • Bisabolol 	<ul style="list-style-type: none"> • Protecting action • Nourishing action • Soothing action • Repairing action(precursor of ceramide in the skin) • Non greasy, Non comedogenic,fra grance free 	<ul style="list-style-type: none"> • Protect skin surface from dehydration • Restore hydration inside the skin • Reduce itching & tightening • Restructuring of skin.....for atopic skin • Highly accepted , safe, non irritant • Economic use 	
ROC Enydrial lip care	<ul style="list-style-type: none"> • Emollients • Vit E • UVB filters • anti inflammatory (bisabolol) 	<ul style="list-style-type: none"> • Very moisturizing active ingredients • Protect against external aggressions • Repairing & soothing action 	<ul style="list-style-type: none"> • Suitable for lip dryness either during sunny or cold weather • Relieving inflammation , itching due to dryness 	

Product	Ingredient	Feature	Benefit	Image
RoC Hydra bioactive normal skin	<ul style="list-style-type: none"> • Glycerin • Hydrovance • Omega 3 and omega 6 • Fever few • vit E • Sun screen filter and sun spheres • bisabolol-vit B5) 	<ul style="list-style-type: none"> • Attract water into the skin (reservoir effect) • Reinforce the skin barrier which creates an occlusion effect at the skin's surface to reduce water evaporation • antioxidant by capture free radicals from the skin • Protect the skin from the damage effect of the sun • Soothing agents 	<ul style="list-style-type: none"> • Association of 3 moisturizing agents • strengthening the biological hydration mechanisms • Decrease sensitivity of the skin and protect the skin from carcinogenic effect of the sun • Protect the skin from damage effect of the sun more powerful than any other filter • Leave the skin sooth and protect from inflammations 	
RoC Hydra bioactive dry skin	<ul style="list-style-type: none"> • Glycerin • Hydrovance • Omega 3 and omega 6 • Fever few • vit E • Sun screen filter and sun spheres • Bisabolol-vit B5) 	<ul style="list-style-type: none"> • Powerful moisturizing agent 	<ul style="list-style-type: none"> • Increase the potency of moisturizing agents and give more hydration to dry skin 	
RoC Hydra bioactive dry skin	<ul style="list-style-type: none"> • Glycerin • Hydrovance • Omega 3 and omega 6 • Fever few • vit E • Sun screen filter and sun spheres • Bisabolol-vit B5) 	<ul style="list-style-type: none"> • Powerful moisturizing agent 	<ul style="list-style-type: none"> • Increase the potency of moisturizing agents and give more hydration to dry skin 	

Product	Ingredient	Feature	Benefit	Image
BIODERMA Atoderm PP cream	<ul style="list-style-type: none"> • Niacinamide (Vit PP) • Mannitol • Xylitol • Glycerin 	<ul style="list-style-type: none"> • Restoring of skin comfort ,softness and suppleness. correct the defective skin barrier. • Limiting the colonization of Staph Auerus (that normally Colonize 90% on skin of Atopic patient) • Easily and rapidly absorbed could be applied easily on wide areas. 	<ul style="list-style-type: none"> • Biorepairing care of very dry and Atopic Skin • calming the Erythema and itching Durably • Pleasant smell. • No greasy sensation or traces on skin after application 	
BIODERMA Atoderm PO zinc cream	<ul style="list-style-type: none"> • Beta-Sitosterol • Piroctone Olamine • Zinc Gluconate 	<ul style="list-style-type: none"> • Multi action emollient in one emollient • provide Steroid like action without Steroid side effect • Corticosteroid urea, perfume, lanoline free • Easily and rapidly absorbed could be applied easily on wide areas • Non occlusive formula 	<ul style="list-style-type: none"> • Emollient , soothing and purifying • Safer than corticosteroids • better patient compliance • Suitable for use on oozing lesions 	

Product	Ingredient	Feature	Benefit	Image
EXFOLIAC Reconstructive 40 ML	<ul style="list-style-type: none"> • Ceramide • essential fatty acids • cholesterol 	<ul style="list-style-type: none"> • Rebuilds skin lipids film • Soothing action • hydration • Repair the cutaneous barrier 	<ul style="list-style-type: none"> • Suitable for dried out and weakened skin • Moisturizing and soothing agent • Helps rebuild the damage lipidic film • Tested with isotretinoin 	
DUCRAY Ictyane Cream 50ml	<ul style="list-style-type: none"> • Glycerin • Petroleum jelly 	<ul style="list-style-type: none"> • Petrolatum jelly forms an imperceptible protective film on the surface of the skin. • Glycerin, with its highly hydrating action, makes sure the water stays concentrated in the superficial layers of the epidermis. 	<ul style="list-style-type: none"> • optimal hydration for dry skin • Maintain optimal water content • Nourishing • instant sensation of skin comfort 	
DUCRAY Ictyane Body Lotion – 500ml	<ul style="list-style-type: none"> • Glycerin • Liquid petroleum jelly • safflower oil 	<ul style="list-style-type: none"> • Better spreading • Ultra fast penetration • Greater hydrating effect 	<ul style="list-style-type: none"> • Immediate, long-lasting comfort • Suitable for large surface area hydration (body) 	

Product	Ingredient	Feature	Benefit	Image
DUCRAY Kelyane HD Lip Care 15ml	<ul style="list-style-type: none"> • Hydroxydecine • Mineral oils • Vitamin E & A • UVA-UVB sun protector 	<ul style="list-style-type: none"> • Restore The HLF (Hydrolipidic Film) • Covering power, super fattig agent • Repair , Protect • Long lasting hydration : 6 Hours 	<ul style="list-style-type: none"> • nourishes, repairs and protects immediately and durably the most desiccated lips (Dry cracked lips) 	
ORANGE DAILY Moisturizing cream	<ul style="list-style-type: none"> • Vitamin E • Green Tea • Gingko Biloba • Vitamin C 	<ul style="list-style-type: none"> • Anti-oxidant , Anti-inflammatory and Prevents skin dehydration • Free radical scavenger that helps soothe irritated and inflamed skin and fights against premature aging , protects against pollutants • A powerful antioxidant and circulation enhancer that • Helps combat the visible effects of aging. A highly 	<ul style="list-style-type: none"> • Nourishes, moisturize the Skin and improves skin smoothness • Provides protection against environmental aggressors that Contribute to aging. • Reduces the signs of aging 	

Product	Ingredient	Feature	Benefit	Image
OLAY Complete day cream	<ul style="list-style-type: none"> • Octocrylen • Avobenzone • Dimethicon • Glycerin • Vitamin B3 • Vitamin B5 • Tochopheryl acetate • Panthenol 	<ul style="list-style-type: none"> • Binds water/ locks moistures into the upper layer of the skin • Provide sun protection factor 15 against UV (protection recommended by dermatologists) Fights free radicals (Vit E) 	<ul style="list-style-type: none"> • Keeping healthy skin appearance preventing dullness • Protect skin from ageing and pigmentation 	
OLAY Complete night cream	<ul style="list-style-type: none"> • Dimethicon • Glycerin • Vitamin B3 • Vitamin B5 • Tochopheryl acetate • Panthenol 	<ul style="list-style-type: none"> • Binds water/ locks moistures into the upper layer of the skin • Fights free radicals (Vit E) 	<ul style="list-style-type: none"> • Keeping healthy skin appearance preventing dullness • Protect skin from ageing 	
OLAY Complete Multiradiance SPF15	<ul style="list-style-type: none"> • Glycerin, Ethylhexyl • Salicylate, Butyl • Methoxydibenzoylmethane • Niacinamide • Phenylbenzimidazole • Sulfonic Acid, Citrus Nobilis + SPF 15 	<ul style="list-style-type: none"> • The Multi-Radiance Complex contains natural light reflecting particles and mandarin extract. • Skin pampering vitamins (B3, E & Pro Vitamin B5) • contains SPF15 broad spectrum protection 	<ul style="list-style-type: none"> • Keeping healthy skin appearance preventing dullness • Protect skin from ageing • Broad spectrum protection from sun 	

Product	Ingredient	Feature	Benefit	Image
OLAY Complete Touch of foundation SPF 15 (Light & Dark)	<ul style="list-style-type: none"> • Glycerin, Ethylhexyl • Salicylate, Butyl • Methoxydibenzoylmethane • Dimethicon, • Titanium Dioxide, • Niacinamide 	<ul style="list-style-type: none"> • Complete day cream mixed with Max factor touch of foundation for up to 24 hours and evens out your complexion for a light, effortless look you can wear every day. • Available in 2 shades: light and dark 	<ul style="list-style-type: none"> • Used as a foundation For different skin color • Helping to hide scars • Provide complete moisturization for skin 	



Skin care

Care steps

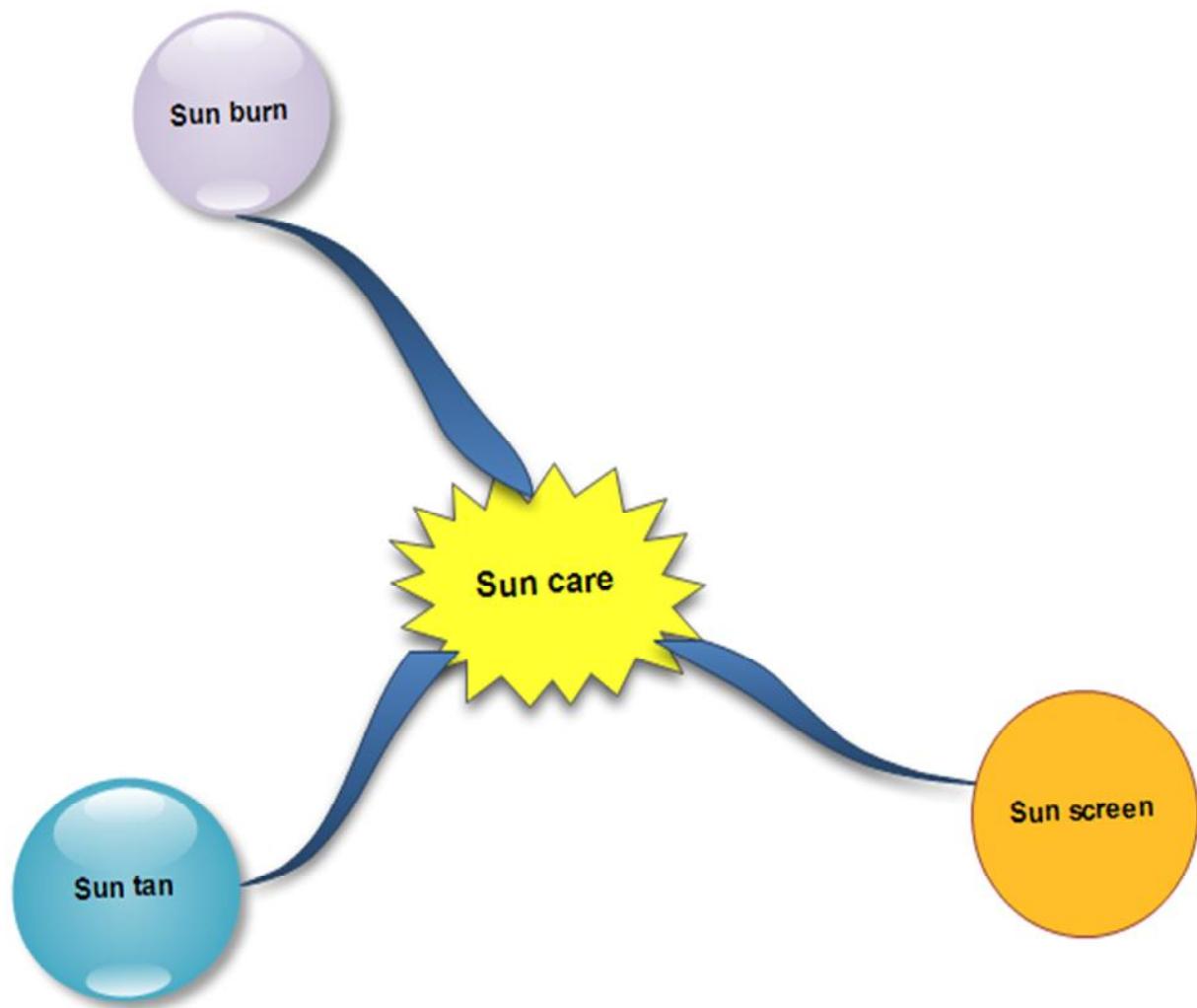
Sun care

▪ Chapter objectives

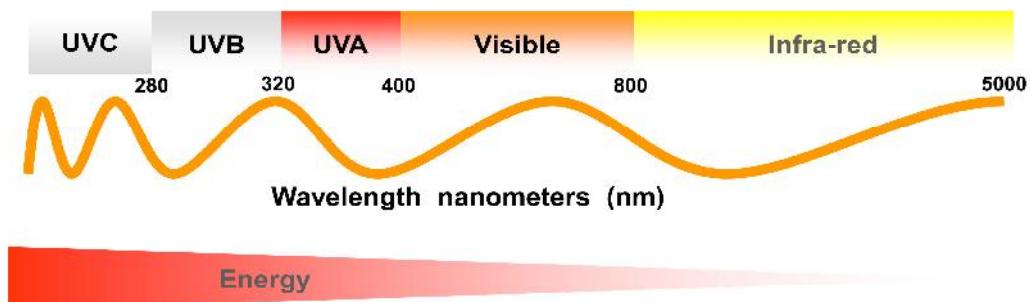
By the end of this chapter we must able to know the following :

- ✓ Types of sun radiations
- ✓ The effect of UV rays on human skin
- ✓ Importance of sun protection
- ✓ Types of sun screens
- ✓ The meaning of SPF and IP
- ✓ Pharmacy classification of sun screens
- ✓ Sun protection patient education
- ✓ Sun screens product knowledge
- ✓ Tanning concept
- ✓ Tanning types
- ✓ Management of sun burn

Sun care



Normal solar radiation

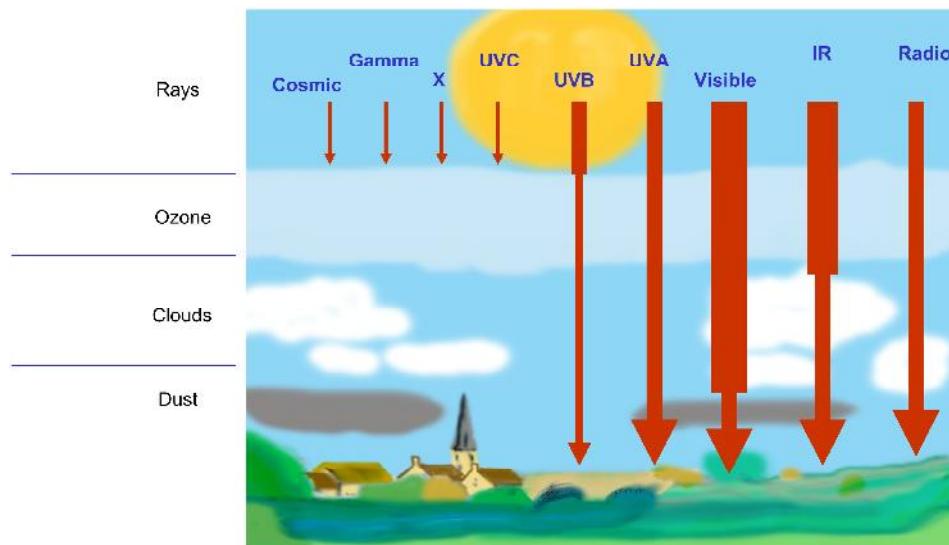


UVB: high energetic (short wavelength) (epidermal activity)

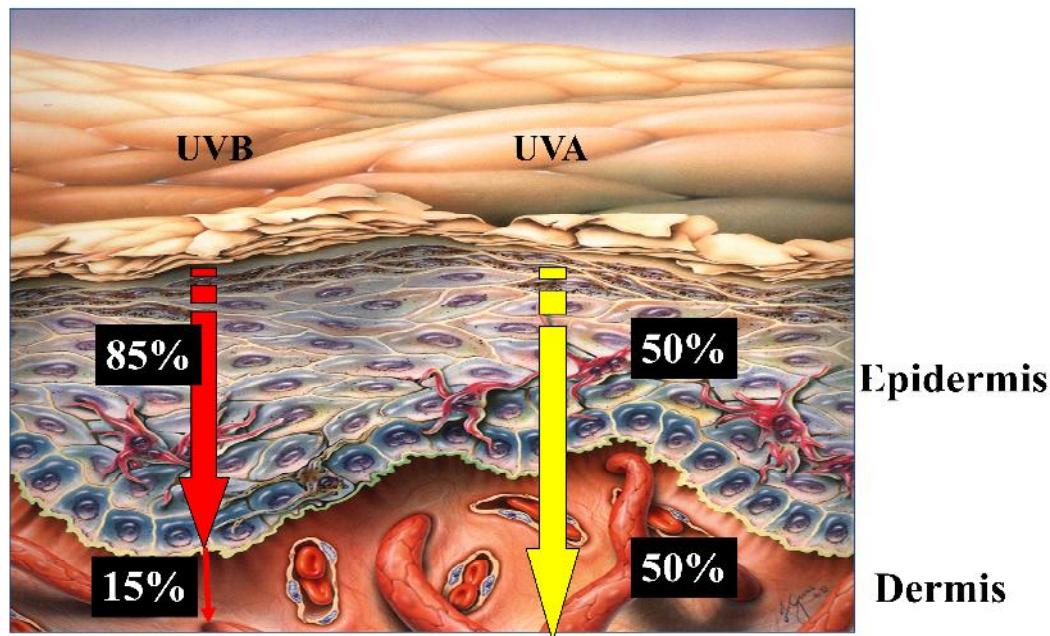
UVA: less energetic, deeper action (long wavelength) (dermis)

IR: small energy, skin deep action (hypodermis)

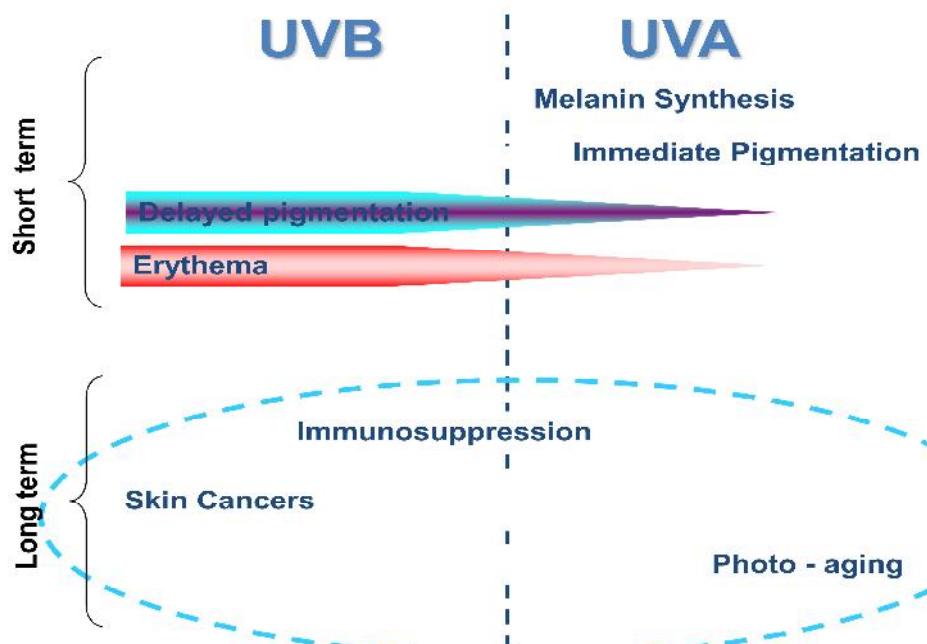
Effect of ozone , clouds and dust on sun rays



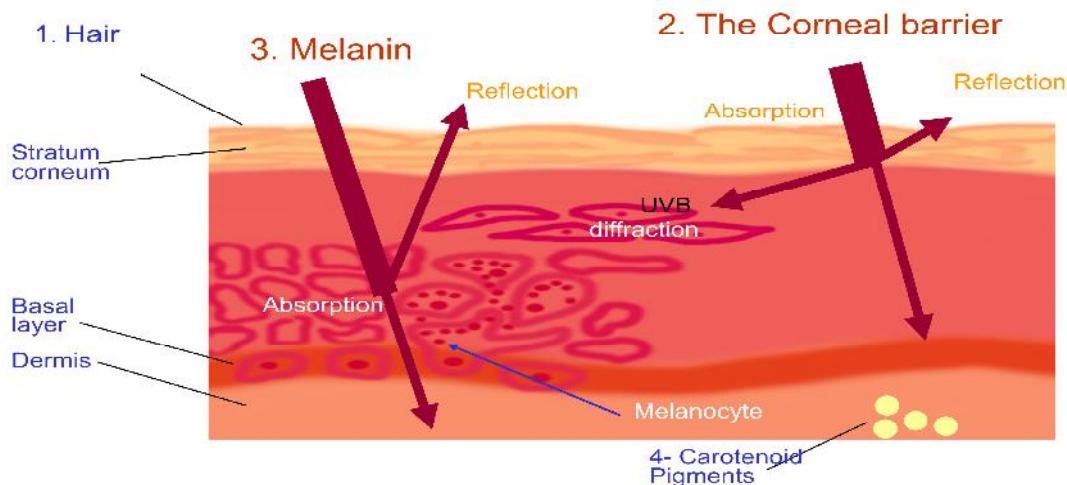
Effect of UV radiation on skin



UV radiation action



Natural protection Barriers



Artificial photo protection

- ✓ Many Methods Could be used For Artificial Photo protection Like:
 - Clothes (Dark or Light Color!!)
 - Hats (it's design!!)
 - General Advices.
 - Sunscreens
- ✓ Remember that Sunscreens is one of Methods used for Artificial Photo protection





- **Sun protection importance:**

- ✓ Minimize freckling, wrinkling and ageing of the skin
- ✓ Minimize the risk of eye damage
- ✓ Avoid sunburn; sunburn at any age, whether serious or mild, can cause permanent and irreversible skin damage and increase the risk of skin cancer
- ✓ Reduce your lifetime ultraviolet (UV) radiation exposure; reducing lifetime exposure to UV by 20% is estimated to result in about one third fewer cases of skin cancer in Australia
- ✓ Ultimately reduce your skin cancer risk.

- **What is Sunscreen ?**

- ✓ Sunscreen is a substance that helps protect the skin from the sun's harmful rays. Sunscreens reflect, absorb, and scatter both ultraviolet A and B radiation to provide protection against ultraviolet A and B radiation.
- ✓ UVR (Ultraviolet radiation) from the sun that can cause sunburn, wrinkling, premature aging, and skin cancer and may also interfere with the body's immune system.

Classification of sun rays filters

▪ Mineral screens (reflection)

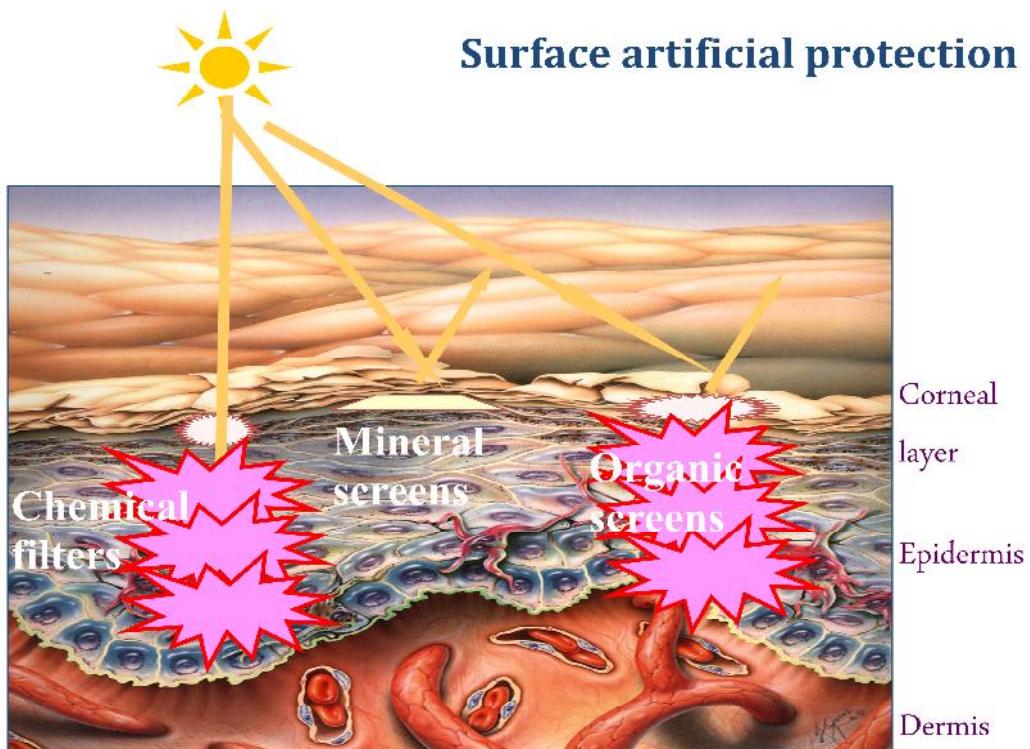
- ✓ Titanium dioxide, mica, Zinc oxide, Iron oxide

▪ Chemical filters (absorption)

- ✓ Anti-UVB: benzyliden camphre and octocrylen
- ✓ Anti-UVB/ UVA short: cinnamates, Mexoryl SX, Tinosorb S
- ✓ Anti-UVA long: dibenzoylmethane, Mexoryl XL

▪ Organic screens (reflection and absorption)

- ✓ Tinosorb M



▪ Conclusion,

We have two main types of sun screens with different mode of action

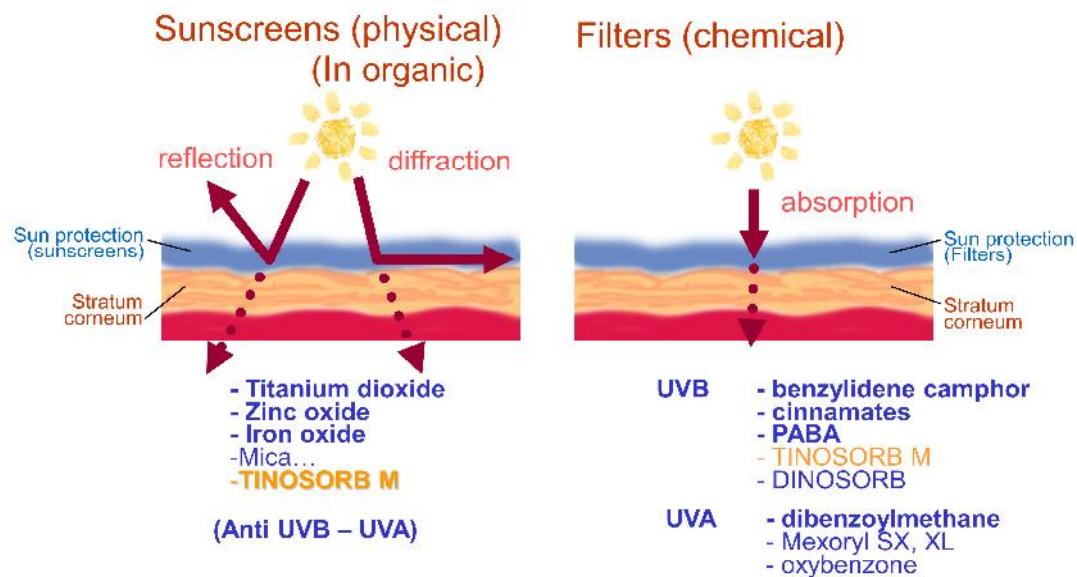


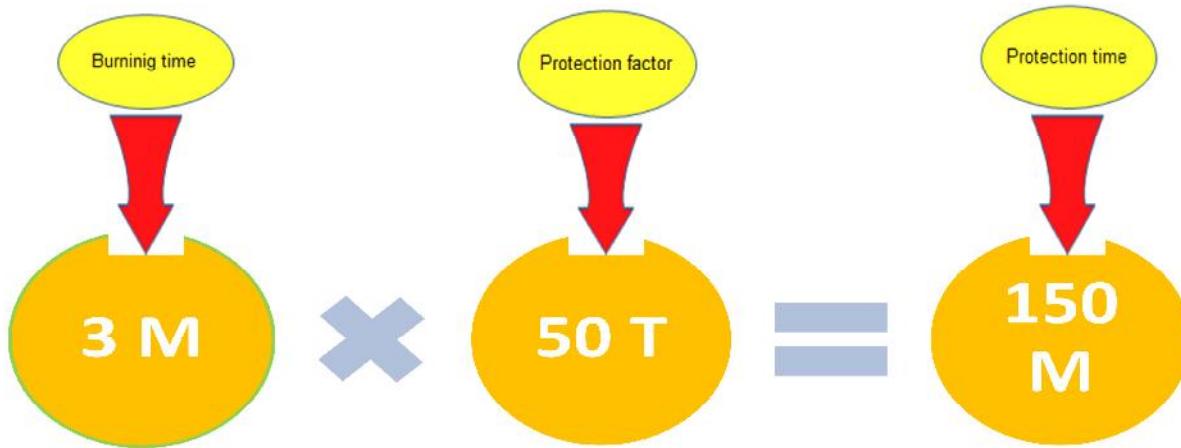
Photo protection efficacy index

- ✓ **SPF = Sun Protection Factor**
 - ⌚ Anti-erythema (anti-redness) efficacy index
 - ⌚ The only “international” index
 - Recognized by FDA (USA), COLIPA (EU), JCA (Japan)...
- ✓ **IP (Protection Index) UVA**
 - ⌚ Several anti-UVA indexes are used now days
 - ⌚ IP PPD (*Persistent Pigment Darkening*): JCA and COLIPA
- ✓ **Absorption spectrum**
 - ⌚ Anti-UVA and anti-UVB index

▪ SPF definition

SPF (Sun Protection Factor) refer to the degree to which a sunscreen can protect the skin from sunburn (UVb effect).

SPF 50 WHAT DOES IT MEAN ?



SPF math

▪ Don't assume

the duration of effectiveness of a sunscreen can be calculated accurately simply by multiplying the SPF by the length of time it takes for him or her to suffer a burn without sunscreen

because the amount of sun exposure a person receives is dependent upon more than just the length of time spent in the sun. The amount of sun exposure depends upon a number of factors including :

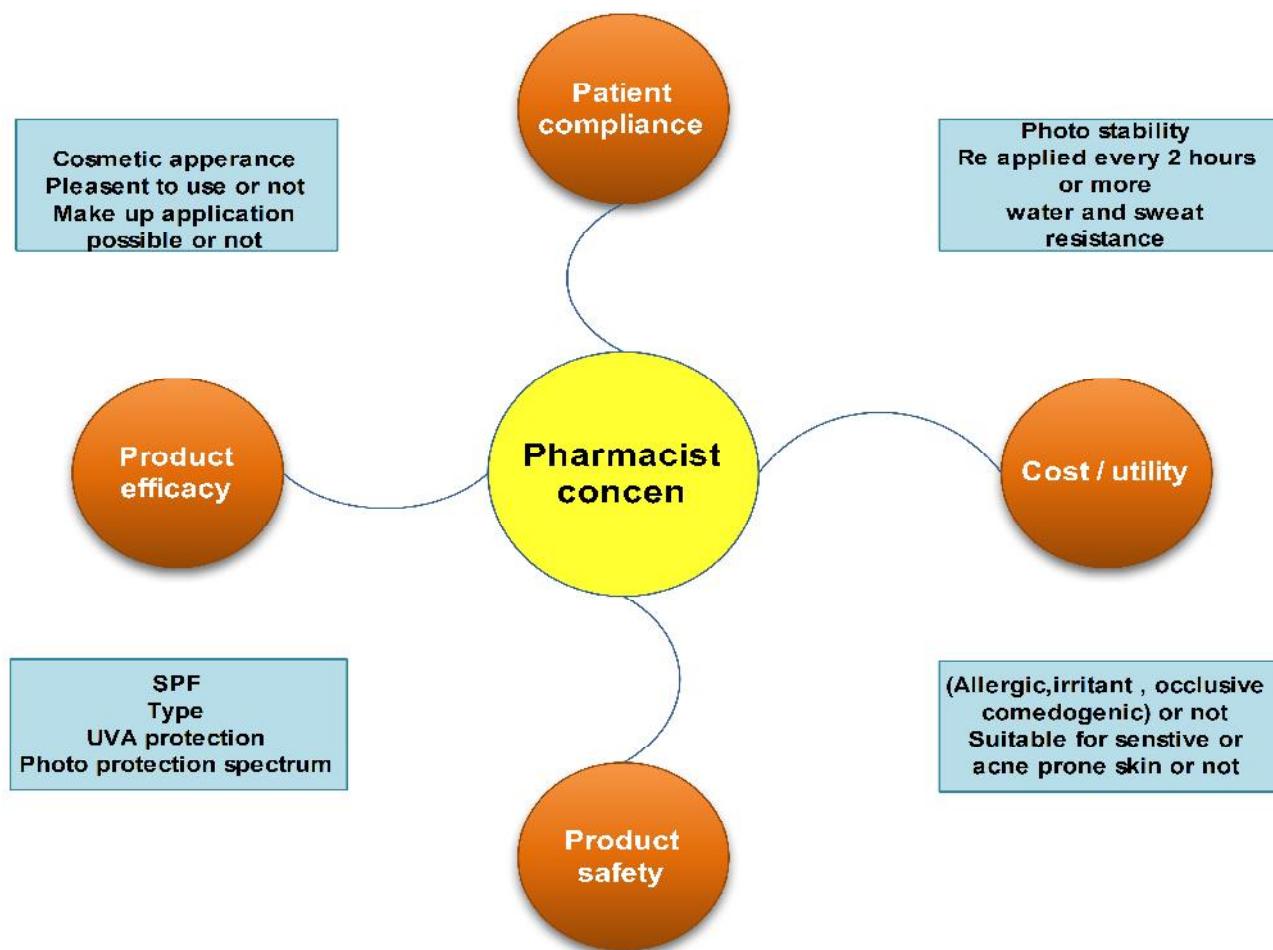
- ✓ the length of exposure
- ✓ time of day
- ✓ geographic location
- ✓ weather conditions

▪ Ideal sunscreen

- ✓ High SPF(proper SPF)
- ✓ Well tolerated
- ✓ Cosmetically pleasant
- ✓ Non-toxic
- ✓ Equally effective (UVA, UVB)
- ✓ Photo stable
- ✓ Thermo stable

▪ Customer education

- ✓ Applied 15-30 minutes before exposure
- ✓ Further reapplication after activities (swimming, sweating, Rubbing)
- ✓ Re-apply every 2 hours
- ✓ Sufficient amount(effective sunscreen dose) (2mg/cm²)



- Sun screen products available at NMC

Product	Ingredient	Features	Benefits	Image
BIODERMA Photoderm max milk		<ul style="list-style-type: none"> • SPF100 • SPF/UVA less than 3 • Anti UVA & UVB • CW 380 nm • Water & Sweat resistant • photo stable • Transparent 99.8% • Perfume free • Non occlusive formula • Patented cellular bioprotection complex • Melting texture colorless when applied 	<ul style="list-style-type: none"> • Maximum photo protection • Broad Spectrum protection • Protecting from UVB-UVA1-UVA2 • Effective medical photo protection • Protect the skin from sun in depth. • Long lasting action in comparison with other sunscreens • Doesn't leave white traces • Not shiny, greasy, sticky • completely absorbable on the skin not leaving any traces. • make up wearing after Photoderm use is possible and it may be used as a base cream • Tested to be non allergic & non irritant • Non Comedogenic • Provide maximum protection for skin cell • Suitable for body use for all skin types • High patient acceptance 	

Product	Ingredient	Features	Benefits	Image
BIODERMA Photoderm max fluid		<ul style="list-style-type: none"> Spreads very easily leaving no oily film or white marks photo stable Perfume free Non occlusive formula Patented cellular bioprotection complex 	<ul style="list-style-type: none"> Suitable for oily and combination skin Non Comedogenic Long lasting action in comparison with other sunscreens Ensure excellent tolerance Provide maximum protection for skin cell 	
Daylong Day Long® 50+ Lotion	Sun Filter: <ul style="list-style-type: none"> Tinosorb S Tinosorb (Organic UVA&U VB Filters) Methoxycinnamate (UVB) Other ingredients: Vitamin E: 1 % Aloe vera Sorbitol	<ul style="list-style-type: none"> Liposomal sunscreen (target the active substance to the specific tissue , Providing continuous action) Excellent photo stability Water Resistance Sweat and rubproof Non fatty Hydrating Non comedogenic Non irritant Non perfumed 	<ul style="list-style-type: none"> Triple action: (sun protection ,Antioxidant and Skin soothing) Long lasting effect Suitable for all skin types Cost effective Once daily application Protect the skin from premature ageing , sun burn , dryness and sun pigmenting effect 	

Product	Ingredient	Features	Benefits	Image
DUCRAY Photoscreen 50+ Cream - 50 ml	<ul style="list-style-type: none"> Tinosorb S Tinosorb M Cinnamates Octocrylen 	<ul style="list-style-type: none"> Ultra high Protection SPF50+ Broad spectrum UVB-UVA Photo stable Highly water resistant Fragrance Free Hypoallergenic 	<ul style="list-style-type: none"> Suitable for dry and normal skin Non Comedogenic Invisible appearance Protect against Hyperpigmentation , ageing and erythema 	
DUCRAY Photoscreen 30 Gel - 50 ml	<ul style="list-style-type: none"> Tinosorb S Tinosorb M Cinnamates Octocrylen 	<ul style="list-style-type: none"> Very High Protection UVB-UVA efficacy Photos table Highly water resistant Fragrance Free Hypoallergenic Oil free formula 	<ul style="list-style-type: none"> Suitable for oily and combination skin Non Comedogenic Invisible appearance Protect against Hyperpigmentation , ageing and erythema 	
Coppertone Oil free Cream	<ul style="list-style-type: none"> Broad Spectrum Tinosorb S & M Anti- Oxidants (Vit.E & Olive Leaf Ext.) Cocao Glycerides. 	<ul style="list-style-type: none"> Protect against UVA and UVB Suitable For All Skin Types, Colorant, Perfume Free and Oil Free. 	<ul style="list-style-type: none"> Improve Skin Elasticity Prevent Premature Aging, Suitable for oily skin as it non-Greasy Moisturizing 	

Product	Ingredient	Features	Benefits	Image
Coppertone Kids spray	<ul style="list-style-type: none"> Tear-free formula with Zinc Oxide. Provides broad spectrum UVA/UVB protection for kids. 	<ul style="list-style-type: none"> Protect against UVA and UVB Suitable For All Skin Types, Colorant, Perfume Free and Oil Free. 	<ul style="list-style-type: none"> Durable, broad spectrum UVA/UVB protection Antioxidant vitamin blend to supplement skin's natural defenses Waterproof Safe for children 	
RoC Soleil protexion Quenching fluid spf 50	<ul style="list-style-type: none"> Octocrylen Uvinul A Avobenzone Tinosorb S & M Vegetal DNA Enriching moisturizing complex 	<ul style="list-style-type: none"> Powerful UVB filters New UV.A filters Broad band UV filters Repairing Active 6 hours resistance Fix extreme technology (wheat polypeptide) Intolerance hypo-allergenic, fragrance-free and colorant-free, provide skin moisture it needs while leaving a velvet touch 	<ul style="list-style-type: none"> Ensure a maximal protection against sun burns An ultra-performing defense against premature skin aging. Protect from damaging UV rays(cf. Below graph) Stimulates the DNA repair of the cells altered by sun rays, to rejuvenate it. Allows a better adhesion of the protection on the skin, thus resisting to 6 hours sun, water, sand, sweat and towel rubbing to guarantee a constant defence during sun exposure. Meet the demands of the most sensitive skin. Non sticks & non greasy.....used for normal to combination skin 	

Product	Ingredient	Features	Benefits	Image
RoC Soleil protexion Anti brown spot SPF 50	<ul style="list-style-type: none"> Octocrylen Uvinul A Avobenzone Tinosorb S & M Vegetal DNA SOYA extract 	<ul style="list-style-type: none"> Powerful UVB filters New UV.A filters Broad band UV filters Repairing Active 6 hours resistance Fix extreme technology (wheat polypeptide) Intolerance hypo-allergenic, fragrance-free and colorant-free, Reduce melanin transfer & production 	<ul style="list-style-type: none"> Ensure a maximal protection against sun burns An ultra-performing defense against premature skin aging. Protect from damaging UV rays(cf. Below graph) Stimulates the DNA repair of the cells altered by sun rays, to rejuvenate it. Allows a better adhesion of the protection on the skin, thus resisting to 6 hours sun, water, sand, sweat and towel rubbing to guarantee a constant defence during sun exposure. Meet the demands of the most sensitive skin. Brown spots visibly reduced.....complexion is more unified 	
Soleil protexion Anti shine cream SPF 30	<ul style="list-style-type: none"> Octocrylen Uvinul A Avobenzone Tinosorb S & M Vegetal DNA Enriching moisturizing complex Matifying & a seboregulating ingredients 	<ul style="list-style-type: none"> The same like before provide skin moisture it needs while leaving a velvet touch Matt-looking skin 	<ul style="list-style-type: none"> The same like before Meet the demands of the most sensitive skin. Non sticks & non greasy.....used for normal to combination skin Non shiny look 	

▪ Tanning

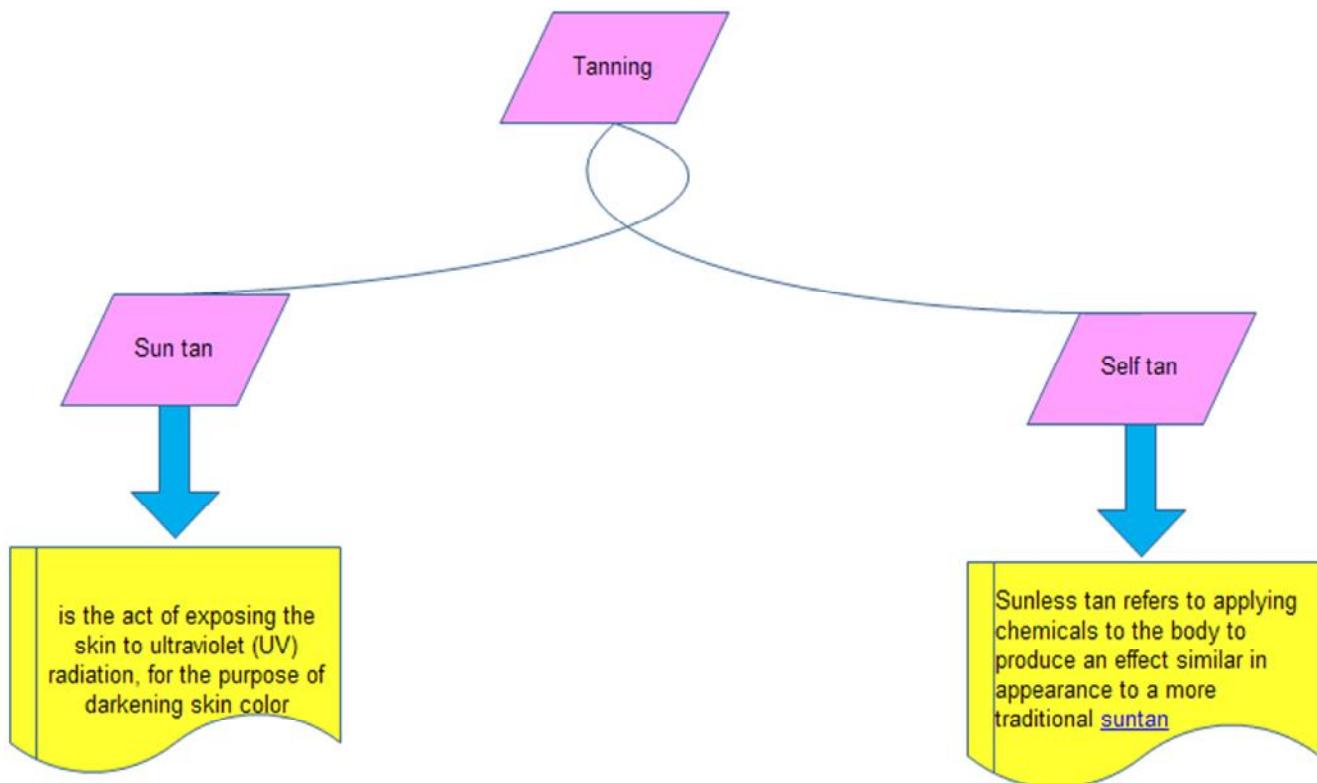
Sun tanning, also called bronzing, is the act of exposing the skin to ultraviolet (UV) radiation, for the purpose of darkening skin color, either during sun bathing or using artificial sources, such as tanning beds.

✓ Tanning mechanisms :

There are two different mechanisms involved

- ⌚ Firstly, the UVA-radiation generates oxidative stress, which in turn oxidises pre-existing melanin. This leads to rapid darkening of already existing melanin
- ⌚ Secondly, there is an increased production of melanin (Melanogenesis). It is a reaction of the body to photo damage from UVB

✓ Tanning types :



▪ Customer education

- ✓ Begin tanning session with only 10 or 15 minutes of exposure to the sun or a tanning lamp to acclimatize skin to the heat and gradually increase the time as body becomes more tanned.
- ✓ Choose the right sunscreen with an SPF factor of under 15, but no less than 8 to get the minimum necessary
- ✓ Take care to ensure that skin is moisturized with after-sun lotion; opting for a lotion that contains aloe will help make tan last and also cool the skin since aloe is rich in skin soothing properties.
- ✓ If you are on acne medication, do consult your health care provider before venturing out for a sun tanning session as certain types can lower your resistance to sun.
- ✓ Those with a fair complexion are more prone to sunburn than people with darker complexions and therefore must avoid direct sun exposure during peak hours of 10:00 to 2:00, when its rays are the most harmful and can penetrate the light skin most.
- ✓ Remember to wear sunglasses while tanning in the sun or in a tanning bed as your eyes are precious and can be easily damaged by the scorching rays of noonday sun.
- ✓ Test the tanning product on a small area of skin to check for any signs of adverse reactions.
- ✓ Prepare your skin before applying sun-tanning lotion. This can be done by scrubbing away dead skin with a loofah pad before rubbing the lotion on thoroughly. Sun tanning lotion must be applied in slow, deliberate movements to the back of your knees, elbows, ankles and tan lines.
- ✓ Wipe away extra lotion so you do not become a victim of ‘creased tan’ and get the bronzed look evenly-and compliments about your sunny disposition too.
- ✓ Do remember to wash hands or gloves thoroughly with soap and water after applying sun tanning lotion and wait at least 15 minutes before getting skin wet.
- ✓ If there are certain areas you’d rather keep light, you can pre-apply baby oil or lotion to such regions like the knees and elbows, then use sunless tanner on them to keep them from getting too dark.

- Tanning products available at NMC

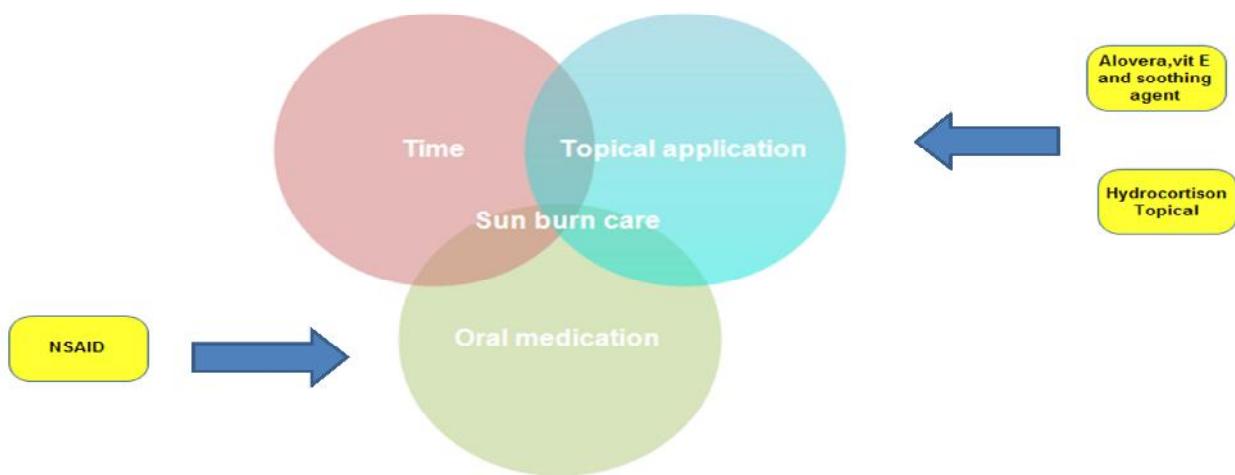
Product name	Ingredient	Features	Benefits	Shape
COPPERTONE Mega tan	<ul style="list-style-type: none"> Cocoa butter Unique blend of botanicals 	<ul style="list-style-type: none"> Stimulate Melanin Formation without harming the skin Hydrating , water resistant 	<ul style="list-style-type: none"> Fast Tanning in just. one afternoon 	
COPPERTONE Lotion	<ul style="list-style-type: none"> vitamin E Aloe Vera 	<ul style="list-style-type: none"> Fast absorbing non-greasy Waterproof UVA/UVB protection 	<ul style="list-style-type: none"> Fast tanning stable bronze appearance Convenient sandproof sunscreen that dries in seconds. 	
COPPERTONE Sunless tanning lotion	<ul style="list-style-type: none"> Isohexadecane Glycerin Panthenol (Provitamin B5) Tochopherol (Vitamin E), 	<ul style="list-style-type: none"> Easy way to build and control a flawless, sunless tan Contains moisturizers and vitamin E Clean, fresh scent; won't clog pores; dries quickly 	<ul style="list-style-type: none"> Fast tanning without harmful effect of sun High patient acceptance Moisturizer of skin 	

- **Sun burn**

produced by overexposure to ultraviolet (UV) radiation, commonly from the sun's rays. Usual mild symptoms in humans and animals include red or reddish skin that is hot to the touch, general fatigue, and mild dizziness. An excess of UV-radiation can be life-threatening in extreme cases. Exposure of the skin to lesser amounts of UV radiation will often produce a suntan.



Sun burn care



- ✓ **Topical preparation**

may be Healing accelerator (Mebo, Bepanthen) and / or soothing agents (after sun products)

▪ Patient education

- ✓ Avoid sun exposure between 10 a.m. and 4 p.m. when the sun's rays are strongest.
- ✓ Wear protective clothing, long sleeved shirts, long pants, wide-brimmed hats, umbrellas.
- ✓ Use sunscreens regularly!
- ✓ Avoid tanning beds and tan-accelerating agents.
- ✓ Beware of reflective surfaces such as sand, water, and concrete which can reflect more than half the sun's rays onto your skin. Sitting under the shade does not guarantee protection from sunburn.
- ✓ Don't forget to wear sunscreen on overcast days. The sun's rays are as damaging to your skin on cloudy days as they are on sunny days.
- ✓ Examine your skin frequently for new skin growth or changes in existing moles, freckles, bumps and birthmarks.

▪ Sun burn products available at NMC

Product	Contents	Features	Benefits	Picture
RoC Calmance intolerance repairing cream	<ul style="list-style-type: none"> Feverfew(plant extract by J&J) Ginkgo biloba CM glucan 	<ul style="list-style-type: none"> Anti irritation , anti redness and anti itching Anti oxidant Cell membrane protection Non greasy ,fragrance for sensitive skin Mostly natural product 	<ul style="list-style-type: none"> Immediate relief from redness & irritation from first use(post laser, chemical peeling, sun burn) Reinforce skin natural defense Repairing action increase customer acceptance High safety profile 	
VICHY Capital solist lotion	<ul style="list-style-type: none"> Essential fatty acids Glycerol Anti-oxidant complex made from PCA clay and Polytocopherol Thermal Spa Water 	<ul style="list-style-type: none"> Softens the skin and make it more supple Helps the skin rediscover its optimal moisture. Aid the skin's natural self-defense system. Soothing and anti-irritating 	<ul style="list-style-type: none"> soothes painful sensations and its multivitamin E complex and PCA clay promotes cellular repair. 	
SEBAMED After sun soothing balm	<ul style="list-style-type: none"> Vitamin E Menthol, alantoin and bisabolol Cacao butter and glycerin 	<ul style="list-style-type: none"> Eliminates damaging free radicals to protect against premature ageing Cooling and soothing properties regenerate the skin Provide intense hydration and protect the elasticity of the skin 	<ul style="list-style-type: none"> Rapidly relieve and revitalize the overheated skin after sun exposure Suitable for children Suitable for sensitive skin 	



Skin care planogram

Skin care

Cure steps

Hyperpigmentation

■ Chapter objective

By the end of this chapter we must be able to know the following :

- ✓ Definition of Hyperpigmentation
- ✓ The concept of photo types
- ✓ Phases of pigmentation development
- ✓ Causes of Hyperpigmentation
- ✓ Lines of treatment for Hyperpigmentation
- ✓ Different sites of Hyperpigmentation and treatment lines of handling each
- ✓ Whitening product knowledge
- ✓ Sales benefit of whitening knowledge

Hyperpigmentation

- **Definition**

Hyperpigmentation is the darkening of an area of skin or nails caused by increased melanin.

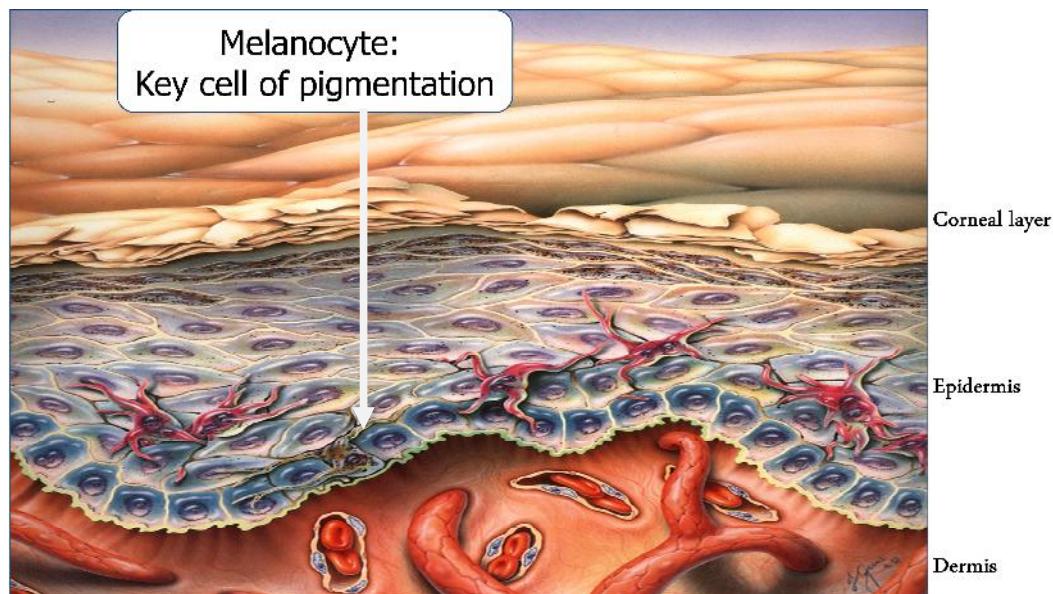


- **Hyperpigmentation etiology**

Hyperpigmentation happens due to increasing in melanin production as a result of Melanocyte stimulation
(The most predominant stimuli is sun rays)

▪ Melanocyte

- ✓ Key cell for pigmentation.
- ✓ Factory of melanin Synthesis.
- ✓ Branched nucleated functioning cells.
- ✓ Located at the basal cell layer of Epidermis.
- ✓ Each Melanocyte responsible for pigmentation of 36 Keratinocytes
 - (Epidermal Melanin Unit)

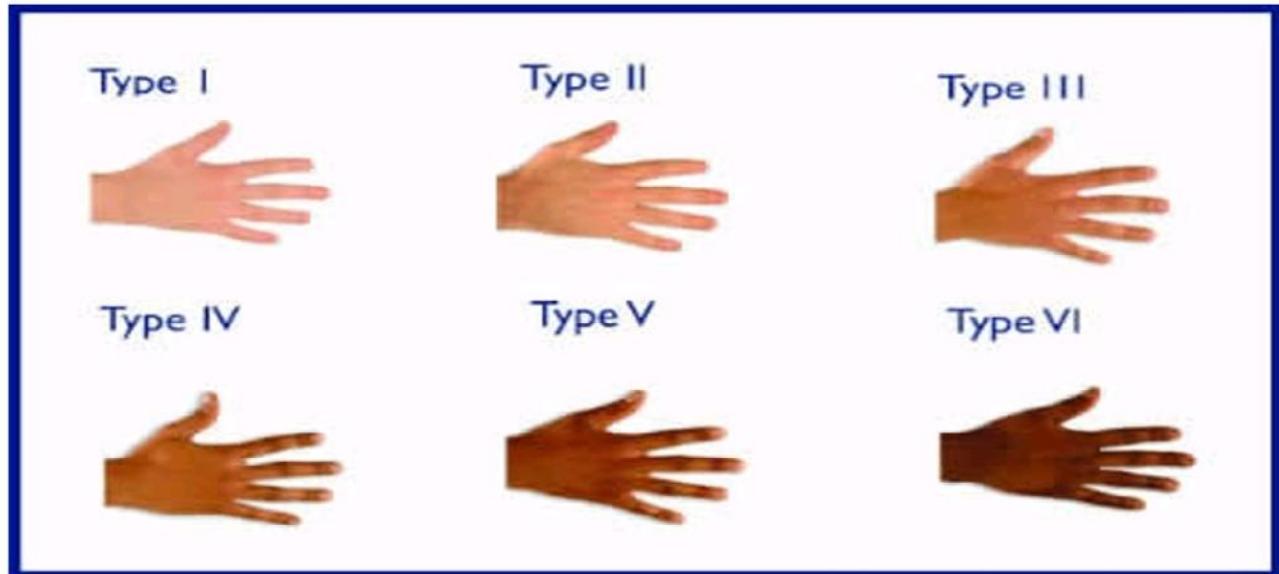


▪ Melanin

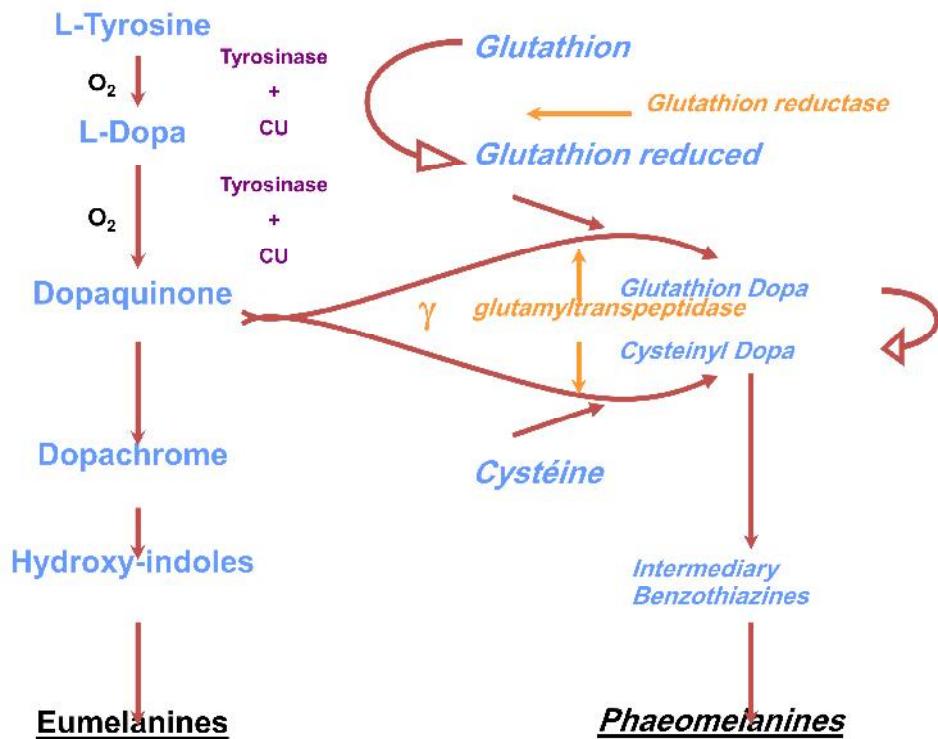
- ✓ Pigments produced from Melanocyte.
- ✓ Melanin is produced from Tyrosine.
- ✓ Distributed to Keratinocytes.
- ✓ Present inside Melanocyte- Keratinocytes- Corneocytes.
- ✓ Two Main types are available :
 - Eumelanin (Brown-black- important for Photo protection- in all prototypes except prototype I)
 - Phaeomelanin (orange-Red- No Photo protection role- Prototype I)
 - ✓ Eumelanin absorb, reflect, diffract UVs.
 - ✓ The intensity of Eumelanin concentration determine the Skin prototype

- Fact

- ✓ People are six photo types.
- ✓ Each photo type depend on the ratio between Phaeomelanin and Eumelanin
- ✓ We cannot change our photo type.

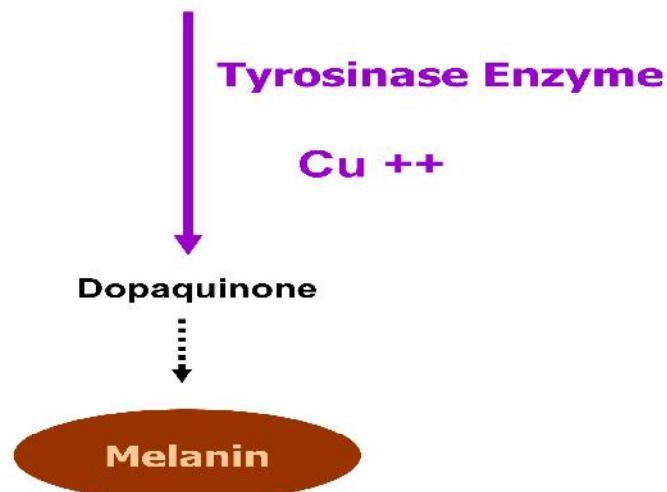


- Melanin synthesis

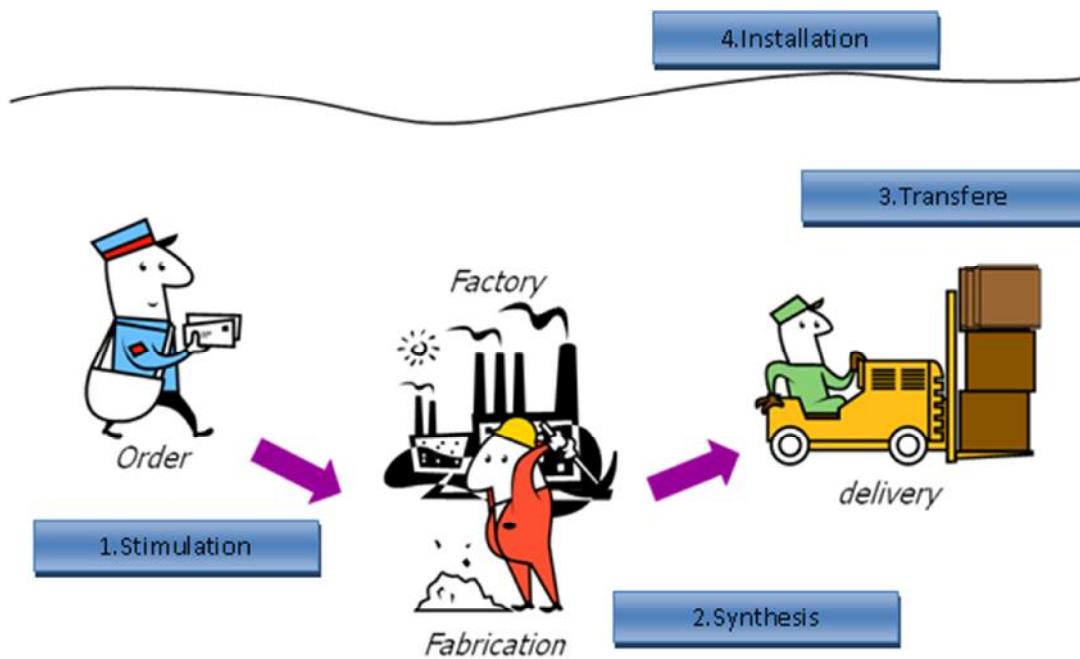


Simply

L. Tyrosine

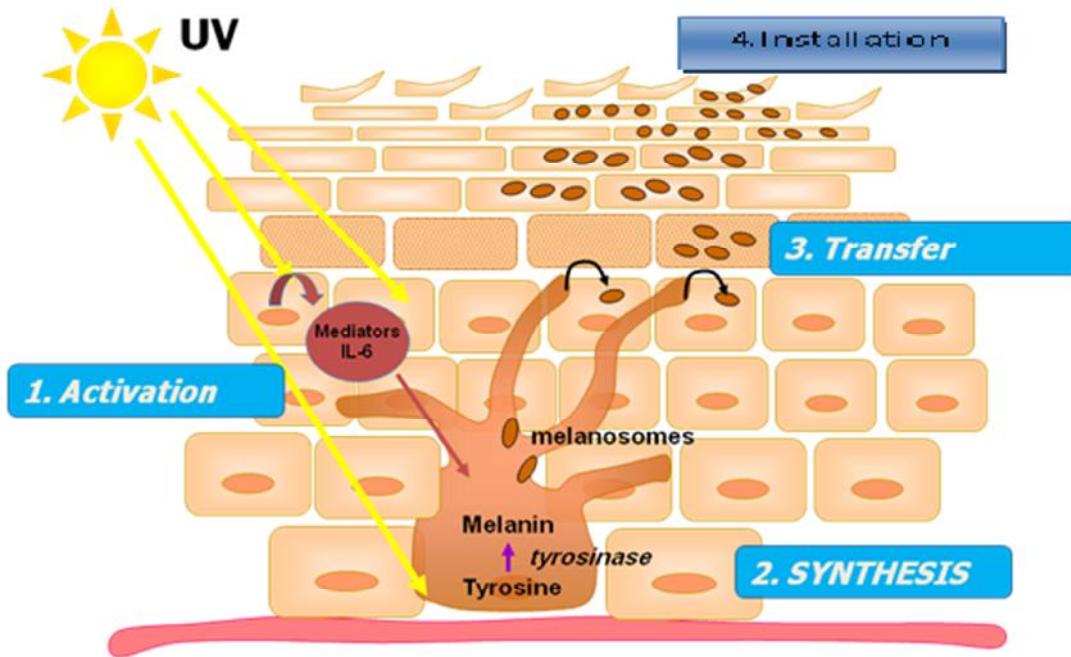


- Phases of pigmentation development



■ Steps of pigmentation:

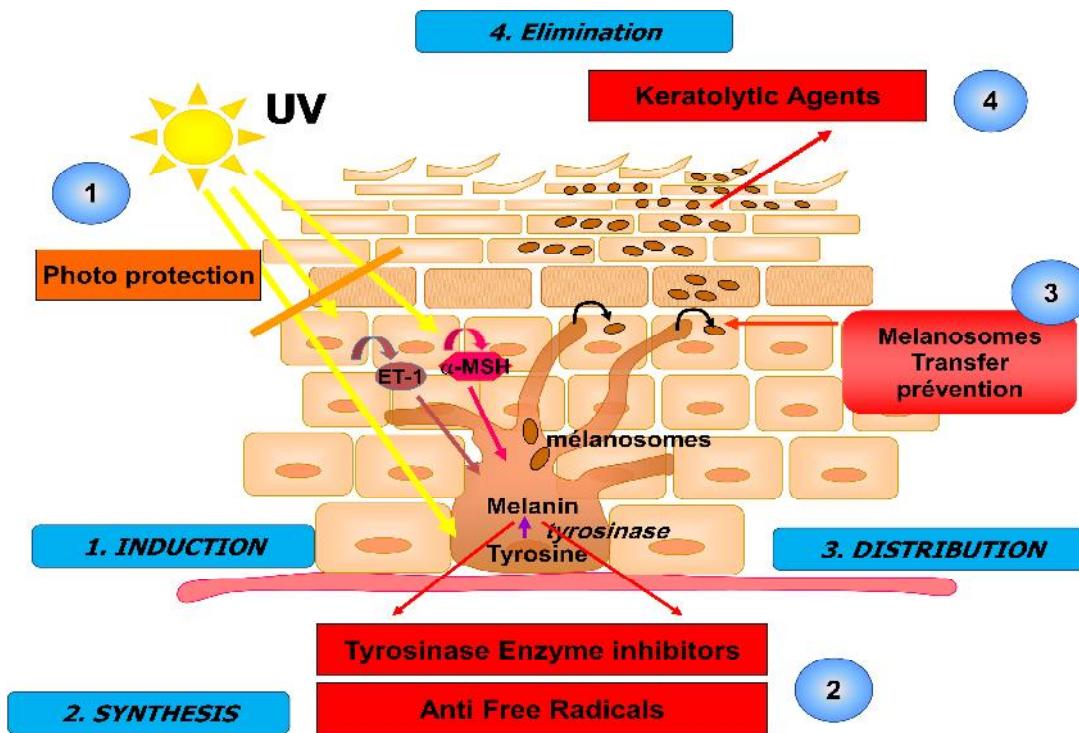
- ✓ Induction of pigmentation
 - ⌚ UVs
 - ⌚ Mediators e.g. Melanotrophic factors (α MSH, ET-1)
 - ⌚ factors.
 - ⌚ free radicals.
- ✓ Melanin Synthesis
 - ⌚ Inside Melanocyte
 - ⌚ From L. Tyrosine
 - ⌚ Tyrosinase Enzyme (Key Enzyme).
 - ⌚ CU⁺⁺ is an important Co Enzyme.
- ✓ Transfer of Melanosomes Into Keratinocytes and Corneocytes
- ✓ Installation of Melanosomes into corneocytes



▪ Causes of Hyperpigmentation :

- ✓ Direct exposure to sun rays.
- ✓ Hormonal imbalance (melasma)
- ✓ (Hormonal therapy , pregnancy , contraceptive pills)
- ✓ Hereditary . little fair spots (fair skins / red heads) freckles
- ✓ Phototoxic, photo sensitive components: retinoic acid (Roaccutane) sulphamides, antibiotics...
- ✓ Age related pigmentation
- ✓ Brown or black spots with clear contours (UV exposed area)
- ✓ Lentigo Pigment spots located in the cheek center

▪ Principles of Melasma therapy





- **Summary for Principles of Melasma therapy**

1-Induction inhibition

- ⇒ UV-protection
- ⇒ Limitation of the induction by mediators

2. Melanin synthesis inhibition

- ⇒ Tyrosinase enzyme inhibition
- ⇒ CU++ chelating agent

3. Prevention of melanin distribution

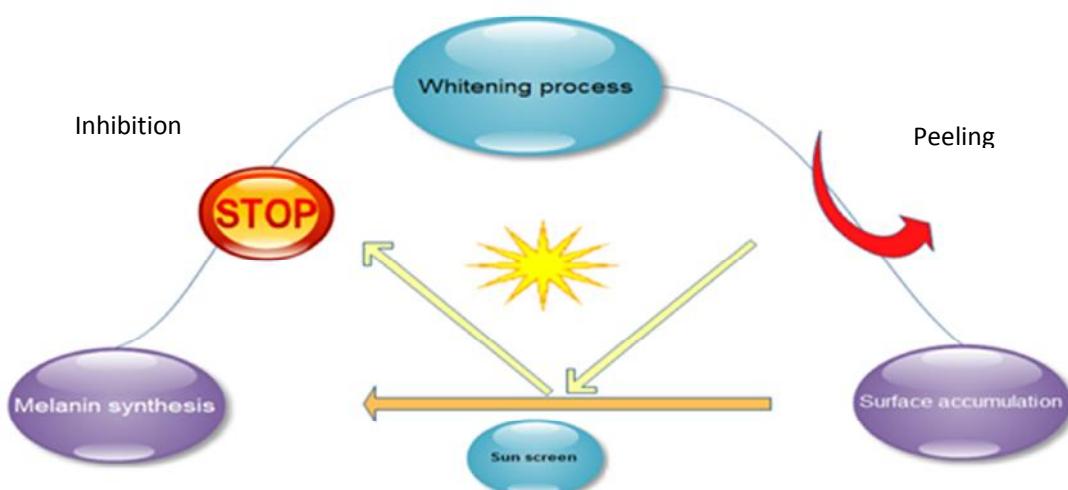
- ⇒ Decrease of Melanosomes transfer

4. Elimination of existing melanin

- ⇒ Acceleration of exfoliation

This step done to peel or remove the surface skin layer with accumulated melanin and achieved by physical or chemical method like glycolic acids or micro beads friction

Simply



- **How to choose the proper whitening product. ?**

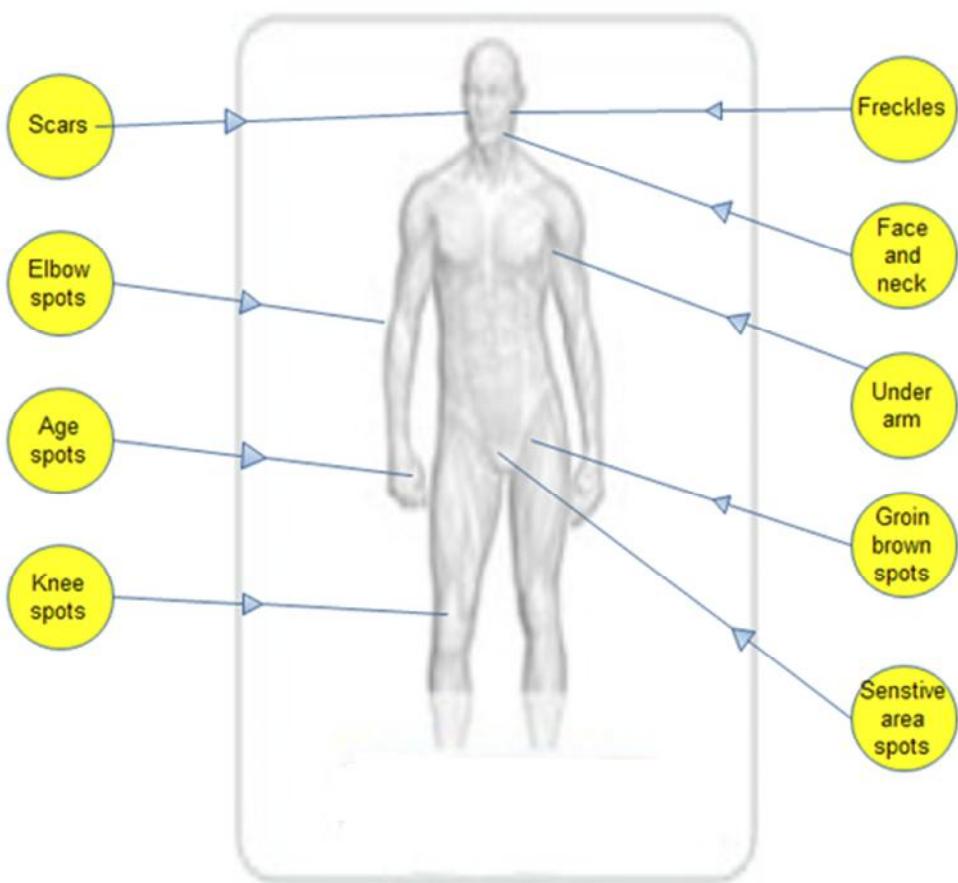
- ✓ Formulary suitable to affected area
- ✓ Direct message
- ✓ Application design
- ✓ Price range

- **How to deal with Hyperpigmentation cases ?**

We are dealing with each case according to

- ✓ Site of Hyperpigmentation
- ✓ Etiology of Hyperpigmentation
- ✓ Proper choosing of line of treatment and its product

- **Sites of Hyperpigmentation**



- Whitening products available at NMC

Product	Ingredient	Features	Benefits	Picture
RoC SOYA unify day	<ul style="list-style-type: none"> • Active soy. • S.P.F 15 	<ul style="list-style-type: none"> • counter act melanin excess which is responsible for brown spots • protection from sun 	<ul style="list-style-type: none"> • Unify color of skin by reducing brown spots to the normal color of skin in a non complicated way like others as it works on melanin synthesis • to help reduce damage of skin due to U.V rays 	
RoC SOYA unify night	<ul style="list-style-type: none"> • Active soy • protein, lipids & oligo elements 	<ul style="list-style-type: none"> • counter act melanin excess which is responsible for brown spots • Intensive nourishing at night 	<ul style="list-style-type: none"> • Unify color of skin by reducing brown spots to the normal color of skin in a non complicated way like others as it works on melanin synthesis • potentiate action of soya and makes skin healthy and soft 	
IKLEN Serum 30 ML	<ul style="list-style-type: none"> • Rucinol • Alpha sophora 	<ul style="list-style-type: none"> • Inhibit melanin synthesis by inhibition of tyrosinase • Blocks extracellular action of alpha-MSH, by blocking MSH receptors. 	<ul style="list-style-type: none"> • Depigmenting action (melasma ,lentigos ,brown patches mask of pregnancy ...) 	

Product	Ingredient	Features	Benefits	Picture
IKLEN cream 30 ml	<ul style="list-style-type: none"> Rucinol 	<ul style="list-style-type: none"> Inhibit melanin synthesis by inhibition of tyrosinase 	<ul style="list-style-type: none"> Depegeanting action (melasma ,lentigos ,brown patches mask of pregnancy Safe in sensitive areas 	
ORANGE DAILY Dual action whitening cream	<ul style="list-style-type: none"> Licorice extract arbutin lactic acid vit C 	<ul style="list-style-type: none"> Regulation of melanin formulation Exfoliation of hyper pigmented cell 	<ul style="list-style-type: none"> post inflammatory hyper pigmentation 	
BIODERMA White objective day cream	<ul style="list-style-type: none"> Andrographo lide Vitamin C Glabridine Lysine Azeilate Vitamin PP UV filters 	<ul style="list-style-type: none"> Limits Melanocyte stimulation Free radical scavenger , Inhibition of tyrosinase Enzyme Eliminates the pre-existing pigmentation Free radicals Reduces melanin transfer Limits Melanocyte stimulation 	<ul style="list-style-type: none"> lightening day care adapted to all skin types even sensitive May be used as make-up base for ladies. Suitable for sensitive skin High UV protection: SPF 30 –extra photo protector use is not necessary. 	

Product	Ingredient	Features	Benefits	Picture
		by UV <ul style="list-style-type: none"> Light non-oily cream texture Fragrance free, non Comedogenic		
BIODERMA White objective night serum	<ul style="list-style-type: none"> Andrographolide Vitamin C Glabridine Lysine Azeilate Vitamin PP Glycolic acid 12% 	<ul style="list-style-type: none"> Limits Melanocyte stimulation Free radical scavenger , Inhibitions of tyrosinase Enzyme Eliminates the pre-existing pigmentation Free radicals Reduces melanin transfer Soft peeling action Light non-oily cream texture Fragrance free, non Comedogenic 	<ul style="list-style-type: none"> Generalized Lightening program for Aesthetic Concern. Peri oral and peri orbital hyper pigmentation Hyperpigmentation in Flexures (Axilla, Between Thighs, Under breast) Freckles. Any type of Hyperpigmentation in patients with sensitive skin. Between Peeling sessions. Alternative treatment with Hydroquinone based preparations. 	

Product	Ingredient	Features	Benefits	Picture
OLAY White radiance day cream	<ul style="list-style-type: none"> Vitamin B3 Bio flavanoid Hesperidin (Vit P), Pro Vit B4 Vit E SPF 24 Mulberry Bark, Japanese Angelica, Honeysuckl Lily extracts to promote natural, gentle fairness 	<ul style="list-style-type: none"> penetrate skin cells, eight surface cell layers deep, providing whitening, translucent and hydration. 	<ul style="list-style-type: none"> Safe , gentle , herbal whitening formula for Hyperpigmentation Protect skin from sun damaging pigmenting rays 	
OLAY Natural White Night cream	<ul style="list-style-type: none"> Vit B3 Vit E, Pro Vit B5 	<ul style="list-style-type: none"> nutrients rich formula Vitamin B3 enriched formula gives you fairer looking as it prevent Melanosome distribution 	<ul style="list-style-type: none"> replenishes skin's natural moisture level reduce the appearance of dark spots 	

Skin care

Cure steps

Ageing

▪ Chapter objectives

By the end of this chapter we must be able to know the following :

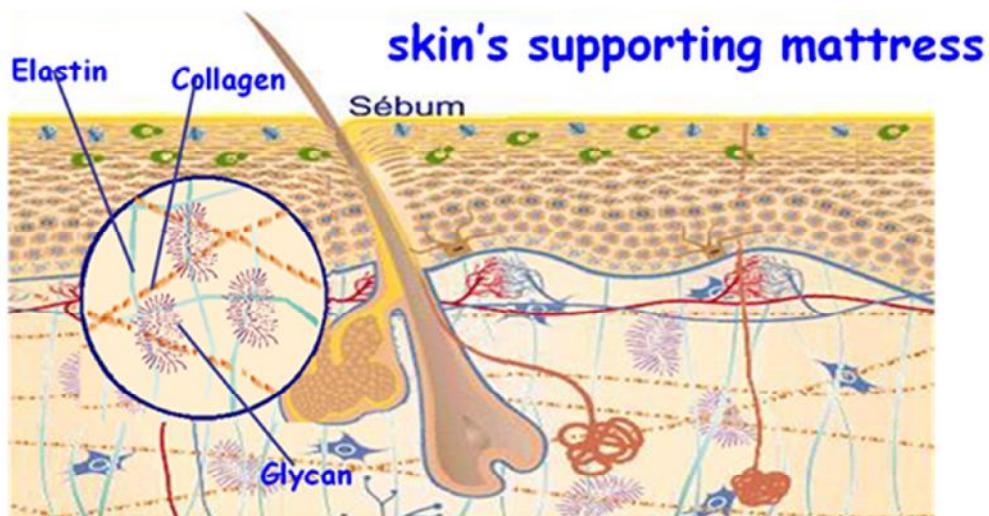
- ✓ Definition of ageing
- ✓ Causes of wrinkle formation
- ✓ Wrinkles formation stages
- ✓ Lines of treatment of wrinkles
- ✓ Wrinkles patient education
- ✓ Sales benefit of wrinkle knowledge
- ✓ Anti wrinkles product knowledge

Ageing

▪ Definition :

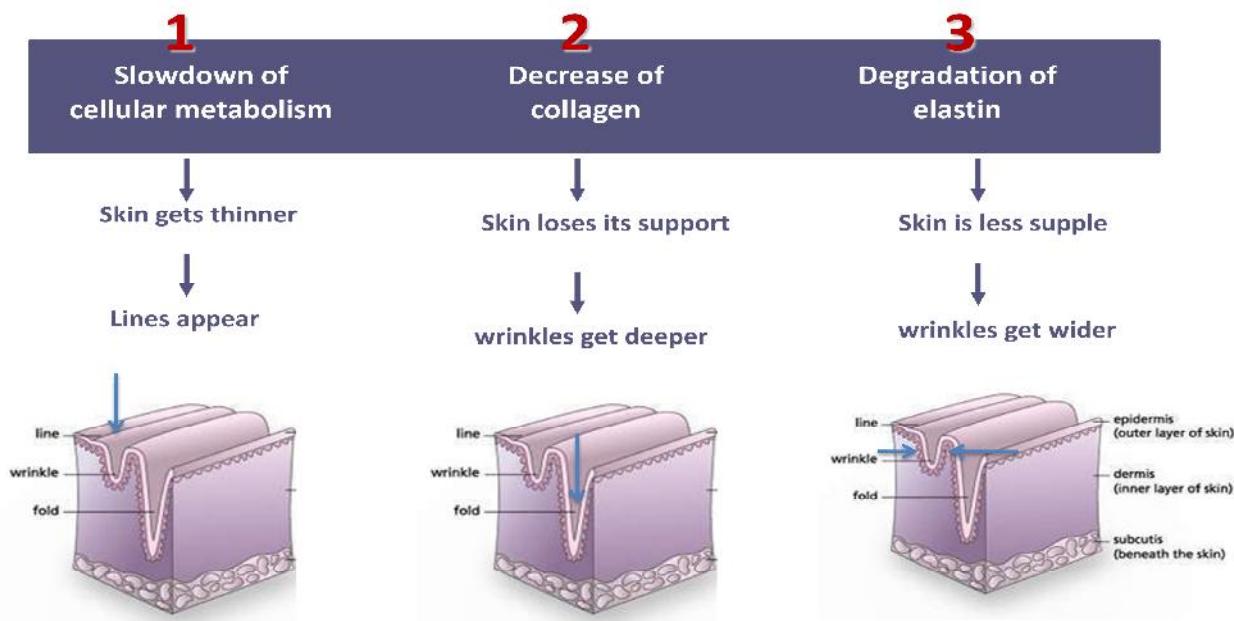
Wrinkles are a natural part of aging. As you grow older, your skin gets thinner, drier and less elastic. And it becomes less able to protect itself from damage. As a result, wrinkles, lines and creases form in your skin. Although genetics are the most important determiner of skin texture, a major contributor to wrinkles is spending too much time in the sun. Smoking also can cause premature aging of your skin .

Ageing



the amount of collagen and elastin plays a very important role in maintaining its strength, elasticity and integrity

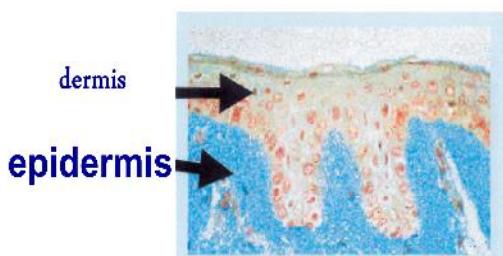
▪ Wrinkle formation stages



What happen as we get older ?

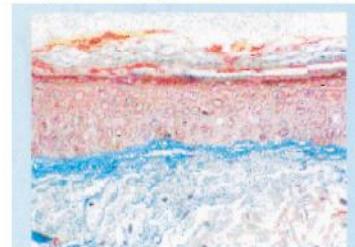
YOUNG SKIN

- ✓ The epidermis is thicker.
- ✓ The cutaneous matrix is dense and collagen fibres well structured.
- ✓ The epidermis junction is waved for a good skin elasticity.



OLD SKIN

- ✓ The epidermis is thinner and renewal is slower.
- ✓ The degradation of Collagen fibres involve a loss of elasticity and firmness, the derma become thinner and disorganized.
- ✓ The epidermis junction become flattened.





■ Seven Signs of Aging

- ✓ **Sign 1:** Water content in your skin cells diminishes, leading to increased dryness.
- ✓ **Sign 2:** Collagen production slows, resulting in a less supple texture. Skin loses its "memory" and resilience and result in sagging.
- ✓ **Sign 3:** The rate of metabolism also slows, leading to a dull, dry appearance.
- ✓ **Sign 4:** Cell turnover diminishes and dead cells build up on skin's surface, causing it to look ashy and dull.
- ✓ **Sign 5:** The recovery rate from UV damage slows. You may observe the beginning of dark spots caused by irregular pigment production.
- ✓ **Sign 6:** Your reservoir of essential nutrients becomes depleted and your skin becomes more fragile and delicate.
- ✓ **Sign 7:** Your natural ability to repair and recover from environmental damage is reduced, also leading to discoloration, wrinkles and loss of elasticity.

■ Wrinkles causes

- ✓ Age. As you get older, your skin naturally thins and becomes less elastic and more fragile. Decreased production of natural oils makes your skin drier and appear more wrinkled. Fat in the deeper layers of your skin, which gives the skin a plump appearance, starts to lessen. This causes loose, saggy skin and more pronounced lines and crevices.
- ✓ Exposure to ultraviolet (UV) light. Ultraviolet radiation markedly speeds up the natural aging process and is the primary cause of early wrinkling. Exposure to UV light breaks down your skin's connective tissue — collagen and elastin fibers, which lie in the deeper layer of skin (dermis). Without the supportive connective tissue, your skin loses its strength and flexibility. As a result, skin begins to sag and wrinkle prematurely.
- ✓ Smoking. Smoking can accelerate the normal aging process of your skin, contributing to wrinkles. This may be due to changes in the blood supply to your skin.
- ✓ Repeated facial expressions. Facial movements and expressions, such as squinting or smiling, lead to fine lines and wrinkles. Each time you use a facial muscle, a groove forms beneath the surface of the skin. And as skin ages, it loses its flexibility and is no longer able to spring back in place. These grooves then become permanent features on

- **Lines of treatment of wrinkle :**

- ✓ Facial cleansing
- ✓ Sun protection
- ✓ Exfoliation
 - ***Hydroxy acids***
 - ***Retinoids***
- ✓ Antioxidants (free radical scavengers)

Antioxidants reduce free-radical damage, thereby preventing impairment at the cellular level. They inhibit inflammation, which leads to collagen depletion, and they offer protection against photo damage and skin cancer. It may be topically or systemically.

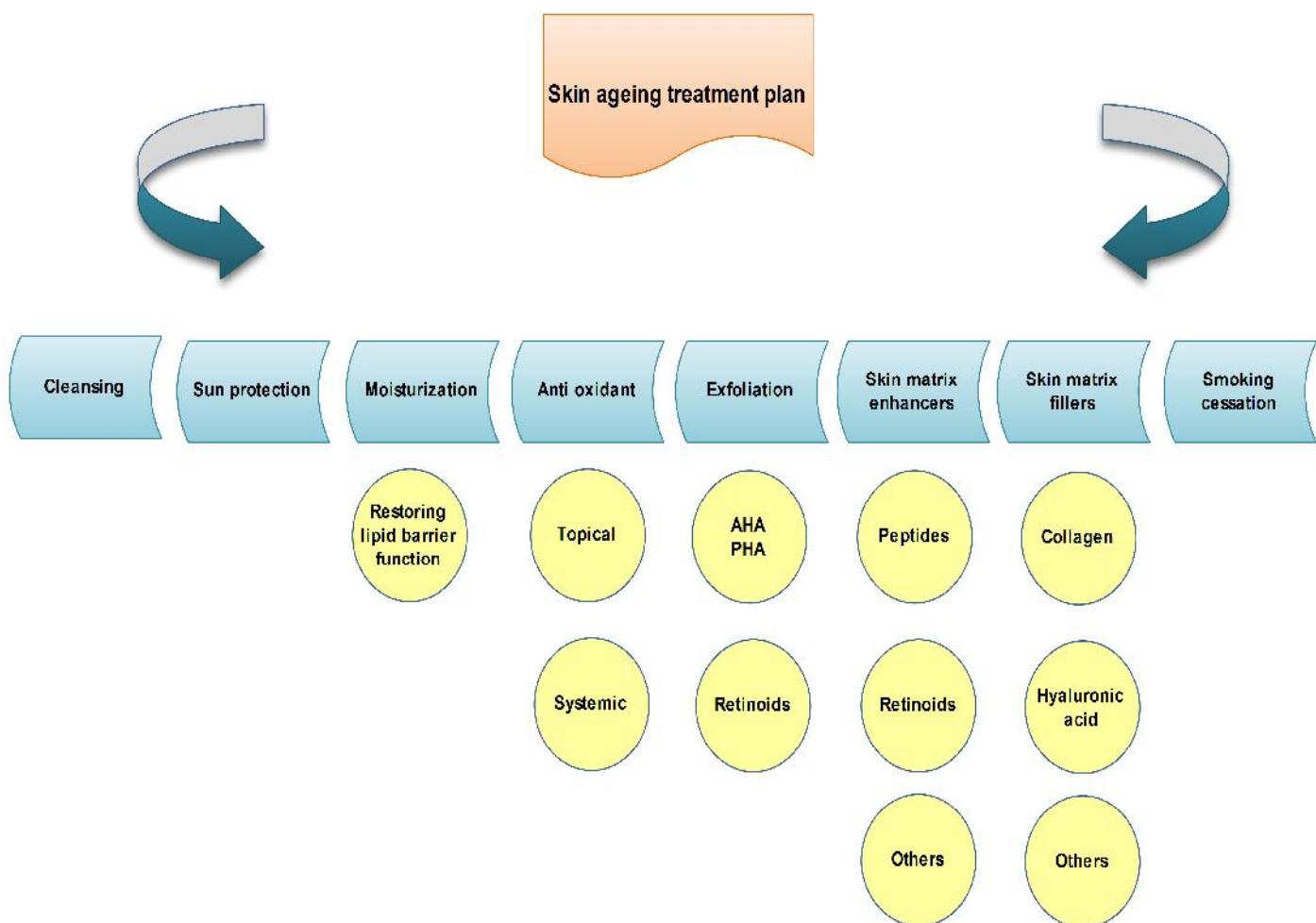
- ✓ Skin matrix enhancers
 - ***Peptides***

Topical peptides are regarded as cellular messengers that are formed from amino acids and are designed to mimic peptide fragments with endogenous biologic activity.

These peptides are comprised of a sub fragment of type I collagen propeptide, and play a role in signaling fibroblasts to produce collagen in the skin which can improve the appearance of wrinkles

- ***Retinoids***
(Retinol) and AHA, PHA
- ✓ Skin matrix fillers
 - ***Collagen***
 - ***Hyaluronic acid***
- ✓ Moisturization

- Wrinkles treatment plan



- Anti wrinkles products available at NMC

Product	Ingredient	Feature	Benefit	Shape
RoC Retinox wrinkle correxion day	<ul style="list-style-type: none"> retinol (0.4%) D.M.C hyaluronic acid intelligent biopeptides Moisturizers <ul style="list-style-type: none"> a.butylene glycol b.shea butter & glycerin Anti oxidants 	<ul style="list-style-type: none"> surface...stimulate cell renewing <ul style="list-style-type: none"> b- Depth...stimulate collagen & elastin formation. boosts action of retinol(synergistic effect) Attract water bio peptides communicating agent to prevent cell damage(produce collagen) Intelligent biopeptides <ul style="list-style-type: none"> a.produce collagen b.restructure collagen c.increase H.A Strong moisturizers protect skin from free radicals Light texture.....Immediately absorbed.....floral fragrance plastic tube with pump 	<ul style="list-style-type: none"> Reduce fine lines .Reduce deep wrinkles .less retinol conc. less side effects.....with the same high efficacy immediately plump the skin.....smoothes appearance of wrinkles Intelligent biopeptide has more effect on deep wrinkle than biopeptide and adapts its efficacy to the level of tissue damage no need to use moisturizer with retinox,which prevent further formation of wrinkles by preventing dryness .protect skin structureprevent formation of wrinkles not greasy,high acceptance easy application with easy dosing 	



Product	Ingredient	Feature	Benefit	Shape
RoC Retinox wrinkle correxion night	<ul style="list-style-type: none">• retinol• D.M.C• Hyaluronic acid• Inteligent biopeptide• .moisturizers<ul style="list-style-type: none">a. butylene glycolb.glycerin• special anti oxidant	<ul style="list-style-type: none">• Same like before• .help skin recover and regenerate during the night• .rich texture without being greasy• 8.plastic tube with pump	<ul style="list-style-type: none">• Same like before• prevent formation of wrinkles• leave velvet ,soft finish	
RoC Retinox wrinkle correxion eye cream	<ul style="list-style-type: none">• retinol• D.M.C• Hyaluronic acid.• Inteligent biopeptide• polymer• Anti oxidants• light capture technology	<ul style="list-style-type: none">• Same like before• immediate wrinkle reduction effect• protect skin from free radicals• lighten up the eye area	<ul style="list-style-type: none">• Same like before• immediate result• protect skin structureprevent formation of wrinkles• reduce dark circles	
RoC Retinox wrinkle filler	<ul style="list-style-type: none">• retinol• D.M.C• Hyaluronic acid	<ul style="list-style-type: none">• Same like before• Day& night	<ul style="list-style-type: none">• easy to be used at any time	

Product	Ingredient	Feature	Benefit	Shape
RoC Retinol A.C.E	<ul style="list-style-type: none"> Vit A vit C Vit E 	<ul style="list-style-type: none"> Anti wrinkle .Unifying color Moisturizer 	<ul style="list-style-type: none"> daily face care for the most wanted uses 	
ORANGE DAILY 10 % vitamin c serum	<ul style="list-style-type: none"> Jojoba oil vitamin A vitamin E vitamin C 	<ul style="list-style-type: none"> Anti aging herbal combination promotes smooth and radiant skin Anti-oxidant , Anti-inflammatory and Prevents skin Dehydration Powerful Anti-oxidant and improves strength and elasticity of skin 	<ul style="list-style-type: none"> Protects healthy skin cells from free Radical damage, while helping to increase the production of collagen to maintain firm, smooth skin. A revitalizing serum that improves skin tone and texture, softening its complexion 	
OLAY Regenerist day cream	<ul style="list-style-type: none"> Amino peptide Allantoin Green tea leaf extract Niacinamide Panthenol Titanium dioxide 	<ul style="list-style-type: none"> Deliver deep moisture to dry skin and immediately help visibly regenerate its appearance. Intensely hydrates with a rich, non-greasy formula Instantly softens the look of fine lines and wrinkles 	<ul style="list-style-type: none"> Instantly softens the look of fine lines and wrinkles Improves skin texture 	
OLAY Microsculpting cream	<ul style="list-style-type: none"> Amino peptide Allantoin Green tea leaf extract Niacinamide Panthenol Titanium dioxide Sod.hyaluronic acid 	<ul style="list-style-type: none"> Amino peptides complex (restore collagen), Hyaluronic Acid (restore turgor/ firmness, Anti Oxidants, Green tea extract (fight free radicals) 	<ul style="list-style-type: none"> visibly younger skin in just Regenerates skin cell by cell. Increases surface skin regeneration by up to 200%*. Firms sagging skin, even jaw line and neck. Diminishes the visibility of wrinkles. Restores & fortifies skin suppleness. 	

Product	Ingredient	Feature	Benefit	Shape
OLAY Age Defying eye gel	<ul style="list-style-type: none"> • Pro-Vitamin B5, • Witch hazel to revitalise the skin, and soothing cucumber extract. 	<ul style="list-style-type: none"> • Intensely moisturises and regenerates the delicate area around the eye. • Revitalises and refreshes eye area while smoothing away wrinkles and diminishes dark circles and puffiness 	<ul style="list-style-type: none"> • Reveals younger looking skin 	
OLAY Age Defying Day cream	<ul style="list-style-type: none"> • beta-hydroxy acid and (salicylic acid), which works with skin to gently lift away dull, dry skin and wipe away the signs of aging. • Vit E • 87% aloe activating essence 	<ul style="list-style-type: none"> • Ensures skin is protected from the sun and moisturised. • Works to significantly reduce the appearance of fine lines and wrinkles. • Stimulate collagen production 	<ul style="list-style-type: none"> • Reveals younger looking skin 	

Skin care

Cure steps

Cellulite

■ Chapter objectives

By the end of this chapter we must be able to know the following :

- ✓ Defination of cellulite
- ✓ Cellulite formation
- ✓ Cellulite treatment
- ✓ Cellulite patient education

Cellulite

▪ Definition :

Cellulite is the dimpled appearance of the skin that some people have on their hips, thighs, and buttocks. This appearance is much more common in women than in men because of differences in the way fat, muscle, and connective tissue are distributed in men and women's skin. The lumpiness of cellulite is caused by fat deposits that push and distort the connective tissues beneath skin, leading to the characteristic changes in the skin.

Summary

Superficial pockets of trapped fat which cause uneven dimpling or (orange peel)



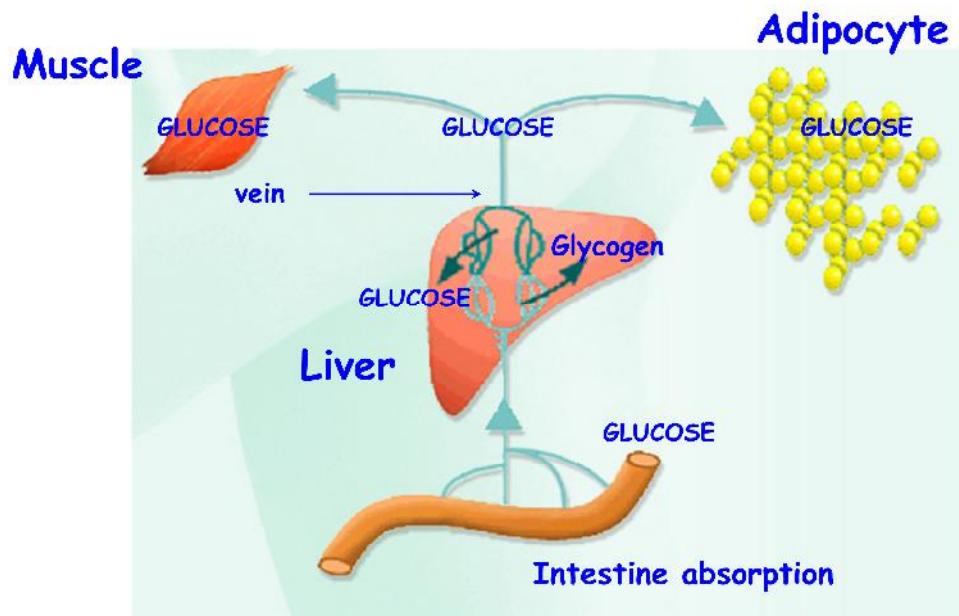
Cellulite is not related to the condition known as **cellulitis**, which is a spreading bacterial infection of the skin and tissues beneath the skin

▪ Cellulite occurrence factors

- ✓ Hormonal
- ✓ Hereditary
- ✓ Stress
- ✓ Diet
- ✓ Lifestyle

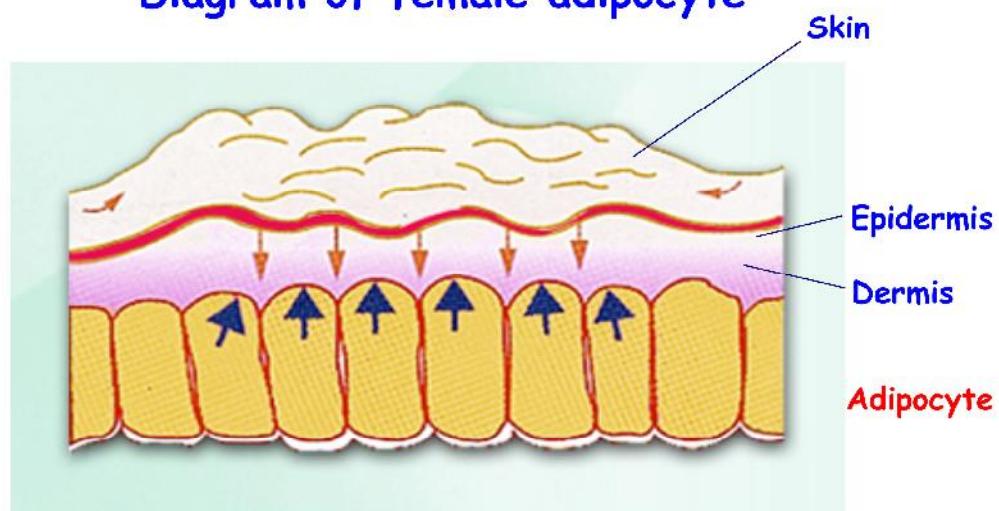
▪ Cellulite formation

Glucose plays a key role in cellulite formation



Excess glucose converted into fats (Lipogenesis) Stored in adipocyte leading to adipocyte swelling which push and distort the connective tissues beneath skin, leading to the characteristic changes in the skin.

Diagram of female adipocyte



▪ Cellulite treatment

(Depend mostly on lipolysis)

- ✓ **Methylxanthines:** Methylxanthines are a group of chemicals that include aminophylline, caffeine, and theophylline. These chemicals are present in many cellulite creams and are promoted as treatments for cellulite because of their known ability to break down fat stores.
- ✓ **Dietary supplements:** See such as ginkgo biloba, , oil of evening primrose, fish oil, and soy lecithin. These preparations claim to have positive effects on the body such as boosting metabolism, improving circulation, protecting against cell damage, and breaking down fats.
- ✓ **Massage treatments:**
- ✓ **Collagenase:** Collagenase is a naturally-occurring enzyme in the body that breaks down collagen, a component of connective tissue (the tissues that bind our cells together). injections with this enzyme may be beneficial in improving the appearance of cellulite

- Anti cellulite products available at NMC

Product	Contents	Features	Benefits	Picture
RoC Retinol anti-cellulite	<ul style="list-style-type: none"> • Retinol • Caffeine • Rescugenin and amino acids • carnitine 	<ul style="list-style-type: none"> • Stimulate cellular activity • reduce cells fat storage capacity • transforms fats into fatty acids by activation of lipase with 24 hrs activity • Draining agent , Stimulates skin texture • Tighten skin surface stimulate fibroblast renewal • Eliminate fatty acid by transporting long chain fatty acid to mitochondria. • Non greasy, hypoallergenic, with slight fragrance tested for sensitive skin. • 	<ul style="list-style-type: none"> • Restore skin structure b. reduce dumpy appearance of cellulite • Fat burning, • slimming action • restore blood flow...elimination of fluids....decrease cellulite shape • firming action...better look • Restore skin connective tissue.....decrease cellulite appearance • burning of fatty acid • highly accepted and tolerated 	
Nivea Goodbye Cellulite Cream 200 ml cream	<ul style="list-style-type: none"> • L- Carnitine, • Cyclomethicone, • Glycerin, • Methylpropanedi ol, • Chondrus Crispus (Carrageenan) 	<ul style="list-style-type: none"> • Supports the conversion of fat into energy. 	<ul style="list-style-type: none"> • Visibly reduce the appearance of cellulite. 	

Skin care

Cure steps

Stretch mark

▪ Chapter objectives

By the end of this chapter we must be able to know the following :

- ✓ What Are stretch mark?
- ✓ Why don't they heal over time?
- ✓ Idea of stretch mark products
- ✓ Stretch mark patient education
- ✓ Anti stretch mark product knowledge
- ✓ Sales benefit of stretch mark knowledge

Stretch mark

■ What Are They?

To understand stretch marks, we need to explain **what skin is made of and how it works ?**

Normal skin is 80% collagen and 4% elastin fiber mesh network . Elastin is the protein in the skin which gives it its flexibility and allows it to stretch. The elastin form a fishnet-like network in the skin which allows our skin to stretch and recoil back to its original position.

(Stretch Marks are Damaged Elastin)

These elastin fibers are damaged in stretch marks, causing the 'scar' of a stretch mark. What's so remarkable about stretch marks is how prominent they look, but under a microscope you see almost no difference from normal, healthy skin. If you touch a stretch mark, it feels empty, almost like there is no skin there. Visually and textually the skin is so very different, yet so little has actually changed in the skin.

■ Why don't they heal over time?

Stretch marks are a huge problem. The problem with stretch marks is the elastic fibers in skin with stretch marks are damaged, and elastic fibers are the single hardest thing to repair in skin. When you have a wound that's healing, our body replaces the collagen proteins and all the skin structures that are injured, but the elastic fiber is very difficult to repair. The trouble with stretch marks is that there's this defect in those fibers. So since our body cannot effectively repair those fibers, the stretch marks do not heal.



30 WEEKS



23 WEEKS



6 WEEKS



37 WEEKS



31 WEEKS



- **Idea of stretch Marks Products**

(Prevention is better than cure)

Mainly depend on :

- ✓ Moisturizers like shea butter, sweet almond oil, and vitamin E are used to improve skin's elasticity
- ✓ Ingredients that improves the structure of collagen and strength of the skin.
- ✓ Alpha Hydroxy Acid. The purpose of this is ingredient is to repair and restructure the skin.
- ✓ powerful anti-oxidants such as acai, green and white tea extracts

- Anti stretch mark products available at NMC

Product	Contents	Features	Benefits	Picture
RoC Maternity anti stretch marks oil spray	<ul style="list-style-type: none"> • anti oxidant complex(vite, bisabolol) • high performance emollient complex (soya,almond,rose,black current, wheat germs oil) 	<ul style="list-style-type: none"> • prevent elastin &collagen degradation. • soften &tighten skin.....increase elasticity unifies skin surface. • oily spray form.....distribute over large area easily. • non greasy, fast absorbed • natural product • slight fragrance(tested for sensitive skin) 	<ul style="list-style-type: none"> • Prevent stretch marks formation &reduce existing early stretch marks • keep skin elastic enough to be stretched.....prevent stretch marks formation • reduce existing stretch marks size & width. • economic • no cloth staining • safe in pregnancy and lactation • increase acceptance 	
RoC Retinol anti stretch marks cream	<ul style="list-style-type: none"> • Retinol (Not suitable for pregnancy) • Sepitonic mineral complex • firming agents • ultra emollient base 	<ul style="list-style-type: none"> • surface...stimulate cell renewing • depth...stimulate collagen & elastin formation • boosts retinol action • prevent the loosing appearance of the skin • increase elasticity of the skin 	<ul style="list-style-type: none"> • reduce stretch marks size • reduce scars • faster results • better look and shape of stretch marks • better look and shape of stretch marks • reduce stretch marks shape & prevent further formation of stretch marks 	

Product	Contents	Features	Benefits	Picture
Palmer's Cocoa Butter Formula, Massage Cream For Stretch Marks	<ul style="list-style-type: none"> Cocoa Butter Vitamin E Collagen Elastin 	<ul style="list-style-type: none"> Lubricates the skin to help it retain its natural elasticity and moisture. Non-greasy cream relieves the dryness associated with stretched skin due to pregnancy and smoothes stretch marks due to weight loss 	<ul style="list-style-type: none"> Relieves the dryness associated with stretched skin due to pregnancy and smoothes stretch marks due to weight loss 	
VICHY Anti stretch mark cream	<ul style="list-style-type: none"> Silicium, Nourishing plant oils Hydroxyproline 	<ul style="list-style-type: none"> Nourishes and hydrate the skin and retains its elasticity and is better able to defend itself from significant stretching 	<ul style="list-style-type: none"> Reduce the risk of stretch marks appearing 	
AVALON Anti stretch mark cream	<ul style="list-style-type: none"> Vitamin E Emollients . 	<ul style="list-style-type: none"> Powerful antioxidant and an aide to skin regeneration. Reduce scarring 	<ul style="list-style-type: none"> Decreases the likelihood of stretch marks appearance 	

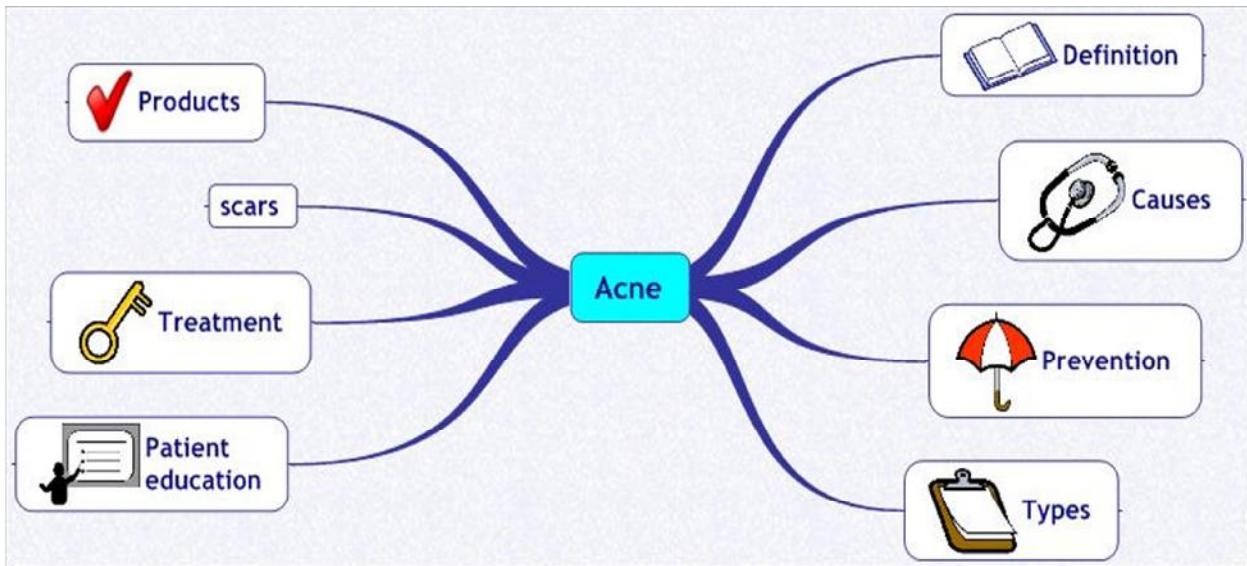
Skin care

Cure steps

Acne

▪ Chapter objectives

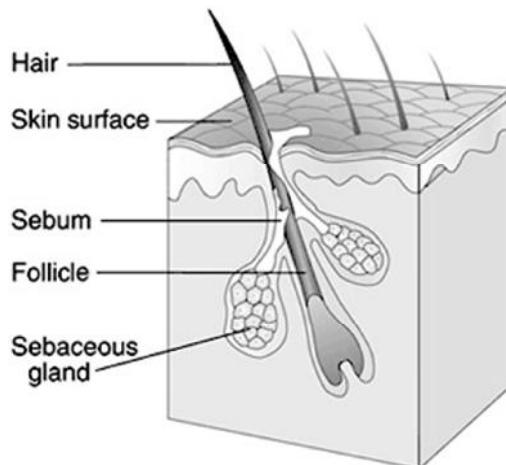
By the end of this chapter we must be able to know the following :



Acne

■ Definition

Acne is a common skin disease characterized by pimples on the face, chest, and back where these areas of skin with highest density of sebaceous glands. It occurs when the pores of the skin become clogged with oil, dead skin cells, and bacteria.



■ How do acne and scars develop?

Each follicle, or pore, in our skin contains a tiny hair and is connected with multi-lobed oil glands called sebaceous glands. These glands produce sebum, an oily substance that lubricates our hair and skin. At the same time, skin cells that lining the follicle are shed gradually and both the dead cells and sebum are expelled on to the skin surface.

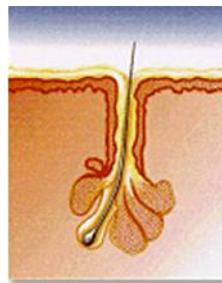


Diagram of the hair follicle and the sebaceous glands

Most of the time the glands produce the right amount of sebum and the pores are fine. However, **in acne, too much sebum is produced by the over-stimulated sebaceous glands**. When excess sebum is mixed with the dead skin cells, a plug is formed in the follicle. The sebum and dead skin cells are prevented from leaving the clogged up pore, while the excretion of sebum and the shedding of skin cells continue to take place. The accumulated sebum in turn causes a build-up of bacteria that live on it. This leads to swelling around the pore and acne is the result. This could happen to anybody, young and old.

■ Acne causes

The exact cause of acne is unknown. Several risk factors have been identified:

- ✓ **Age.** Due to the hormonal changes they experience, teenagers are more likely to develop acne. Where more androgens leads to enlarged sebaceous glands which means more sebum produced
- ✓ **Gender.** Boys have more severe acne and develop it more often than girls.
- ✓ **Disease.** Hormonal disorders can complicate acne in girls.
- ✓ **Heredity.** Individuals with a family history of acne have greater susceptibility to the disease.
- ✓ **Hormonal changes.** Acne can flare up before menstruation, during pregnancy, and menopause.
- ✓ **Diet.** No foods cause acne, but certain foods may cause flare-ups.
- ✓ **Drugs.** Acne can be a side effect of drugs including tranquilizers, antidepressants, antibiotics, oral contraceptives, and anabolic steroids.
- ✓ **Personal hygiene.** Abrasive soaps, hard scrubbing, or picking at pimples will make them worse.
- ✓ **Cosmetics.** Oil-based makeup and hair sprays worsen acne.
- ✓ **Environment.** Exposure to oils and greases, polluted air, and sweating in hot weather aggravate acne.
- ✓ **Stress.** Emotional stress may contribute to acne.

■ Acne terminology

✓ Whiteheads

When the sebaceous glands are over-stimulated, they enlarge and produce more sebum.

The follicle is plugged from the inside by the mixture of excess sebum and the dead skin cells

As the mixture continues to accumulate in the follicle, it eventually forms a whitehead

(closed comedo). Whiteheads are small collections of pus around the follicle and the sebaceous glands

They usually appear on the skin surface as small, whitish bumps.

✓ Blackheads

Sometimes, the mixture of excess sebum and dead skin cells serves only to block the pore partially, restricting but not completely sealing off the flow of oil onto the skin surface. This results in solidification of the sebum that fills the hair duct. The dried sebum and the shedded skin cells reach the skin surface at the pore opening and are discolored on exposure to air, forming a blackhead (open comedo). The dark color of blackheads is not due to dirt but is from a pigment, called melanin, of the shedded skin cells.

Both the whiteheads and the blackheads are non-inflamed lesions.

✓ Pustules and Nodules

As we mentioned earlier, the accumulated sebum in a clogged follicle could cause a build-up of bacteria because some bacteria live on sebum. One type of bacteria specifically involved is *Propionibacterium acnes*, or *P. acnes* for short. *P. acnes* ingests sebum and is a normal resident on skin even in people who don't have acne. However, when the hair follicle gets clogged and sebum builds up inside the follicle, *P. acnes* multiplies rapidly. In addition, it produces an enzyme that breaks down sebum into a substance called 'free fatty acid.' It is this substance that causes inflammation, redness and swelling around the pus-formed area of the skin. These inflamed and generally more serious acne lesions are called pustules (pus-filled yellowish bumps) and nodules (firm, red, painful lumps just under the skin.)

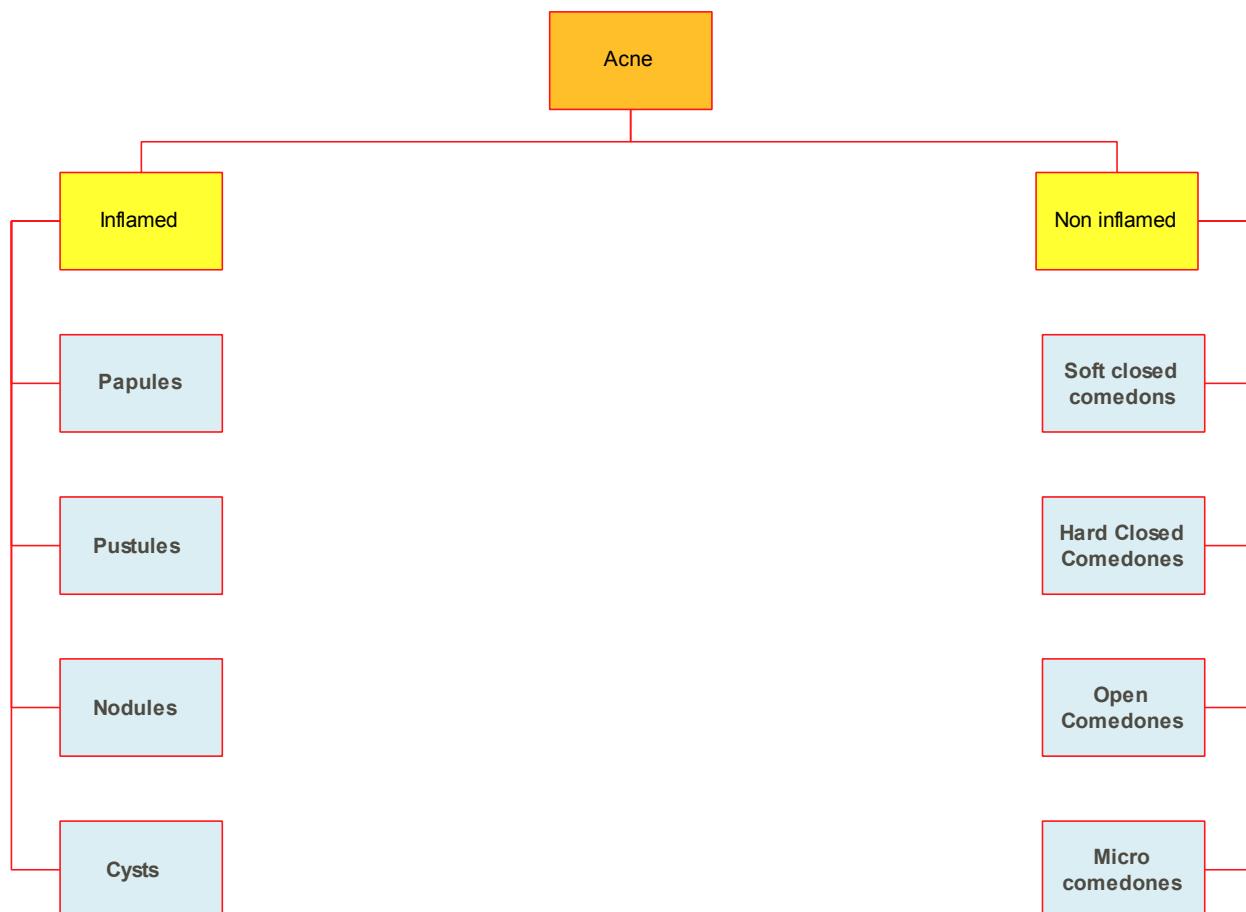
✓ Cysts

If the inflammation is deep and severe, or if the spot is manipulated or squeezed, the pus can burst deep into the skin tissues rather than onto the skin surface. Swelling and pain take place as the body's activated defense mechanism sends bacteria-fighting white cells to the area. This deep-rooted inflammation and infection result in cyst formation. Cystic acne is the most severe and stubborn of all types of acne, and carries the biggest threat of scarring. The white blood cell antibodies that are to fight bacteria could destroy other skin organisms and cells, severely affecting the whole follicle. Sometimes, after the acne is healed, permanent scars remain on the skin

✓ Comedones

Are enlarged hair follicles plugged with oil and bacteria . a comedo is often called a microcomedo because It cannot be seen by naked eye.

■ Acne types



- **Non inflamed acne**

- ✓ **Types of Non-Inflamed Acne Blemishes**

- ⌚ **Soft Closed Comedones**



Appearance: Soft closed Comedones present as bumpiness on the skin's surface. They are not painful or red.

Development: Soft closed Comedones develop when a plug of cellular debris and oil becomes trapped within the pore and are covered by a layer of dead skin cells. The oil plug itself remains liquid or soft.

Treatment: Treatment involves reducing excess oil and dead cells. Estheticians and dermatologists often extract Comedones by exerting gentle pressure, coaxing the trapped oil plug to the surface. Keeping the skin clear of soft closed Comedones can drastically reduce the development of inflamed acne breakouts.

- ⌚ **Hard Closed Comedones**



Appearance: Hard closed Comedones, called milia, have very obvious white heads. Unlike pustules, milia are not red or painful. They are especially common in the eye area.

Development: Hard closed Comedones develop just as their soft counterparts, however the impaction has hardened and is similar to a grain of sand. The white head is not pus, but rather a mass of dead cells and sebum.

Treatment: Dermatologists and estheticians (in some states) extract milia by making a tiny incision on the lesion and carefully removing the sebaceous plug. Even without treatment, milia can work their way to the surface over time.

⇒ Open Comedones/Blackhead



Appearance: An open comedo, or blackhead, is easy to identify by its dark brown to black surface coloring.

Development: A blackhead is an accumulation of dead skin cells and sebum within the follicle. Its top is not covered by a layer of dead skin cells, but instead is exposed to air. The black coloring is not dirt. Air causes the oil to darken, much like a sliced apple turns brown when exposed to air.

Treatment: Blackheads can usually be extracted by applying gentle pressure to the breakout. Consistent, thorough cleansing reduces oiliness, which can help prevent the development of blackheads.

⇒ Microcomedones

Appearance: Although most acne sufferers have many microcomedones, they are too small to be seen with the naked eye.

Development: A microcomedo is the very beginning of an acne lesion. It occurs when the sebaceous duct and pore opening becomes blocked by excess sebum and dead skin cells. Every blemish begins as a microcomedo.

Treatment: Treatment is similar to that of soft closed comedones and involves reducing excess oil on the skin. Regular exfoliation helps avoid buildup of dead skin cells. Treating comedones at this level helps prevent larger acne breakouts from occurring.

- **Inflamed acne**

(Characterized by redness , itching , inflammation , secretion and sometimes pain)

- ✓ **Types of Inflamed Acne Blemishes**

- ➲ **Papules**



Appearance: A papule is a red and inflamed lesion on the skin's surface. It contains no pus or white head.

Development: Papules result from a high break in the follicle wall, allowing cellular debris and bacteria to spill into the dermis. This break may occur when a pore becomes engorged with debris and oil, or is squeezed or otherwise irritated. A papule often progresses to a pustule.

Treatment: Do not squeeze a papule or you may worsen the breakout. Most papules heal quickly and without scarring, as they are not deep lesions. Benzyl peroxide treatments may help prevent papules from occurring.

- ➲ **Pustules/Pimples**



Appearance: A pustule is a typical pimple -- red and inflamed with a white head. They range in size from small to fairly large. Sometimes the brownish comedonal core can be seen as a cap on the pus head.

Development: Pustules follow papules after white blood cells invade. The white cap on a pustule is pus, sebaceous matter and cellular debris.

Treatment: Mild acne or occasional pustules can ordinarily be treated at home with benzoyl peroxide creams or cleansers. See your dermatologist if you have numerous pustules, if they are highly inflamed, or difficult to control. Although it's tempting, don't pop a pustule.

⌚ Nodules



Appearance: Nodules are large inflamed lesions that occur deep within the dermis. They feel like a hard, painful lump under the skin. Where papules occur at the surface, nodules occur deep within the skin.

Development: A nodule occurs when the follicle wall ruptures deep within the dermis. Contaminated debris from the follicle empties into the dermis and infects adjoining follicles. A nodule is a severe form of an acne lesion.

Treatment: Never squeeze or pick at a nodule. The infection is deep and the risk of scarring is high. If you are prone to nodular breakouts, see your dermatologist.

⌚ Cysts



Appearance: Cysts are very large, deep inflamed lesions. They feel like soft pus-filled lesion under the skin's surface. The most severe form of a pimple, cysts are very painful and scarring

Development: Like nodules, cysts begin as a deep break in the follicle wall. A membrane develops around the infection in the dermis. As a cyst works its way to the surface, it damages healthy skin tissue, destroying the follicle. The likelihood of scarring is very high.

Treatment: If you are prone to cystic breakouts, you must talk to your dermatologist. Treatment usually consists of topical and systemic medications.

■ Acne treatment

✓ Purpose of acne treatment

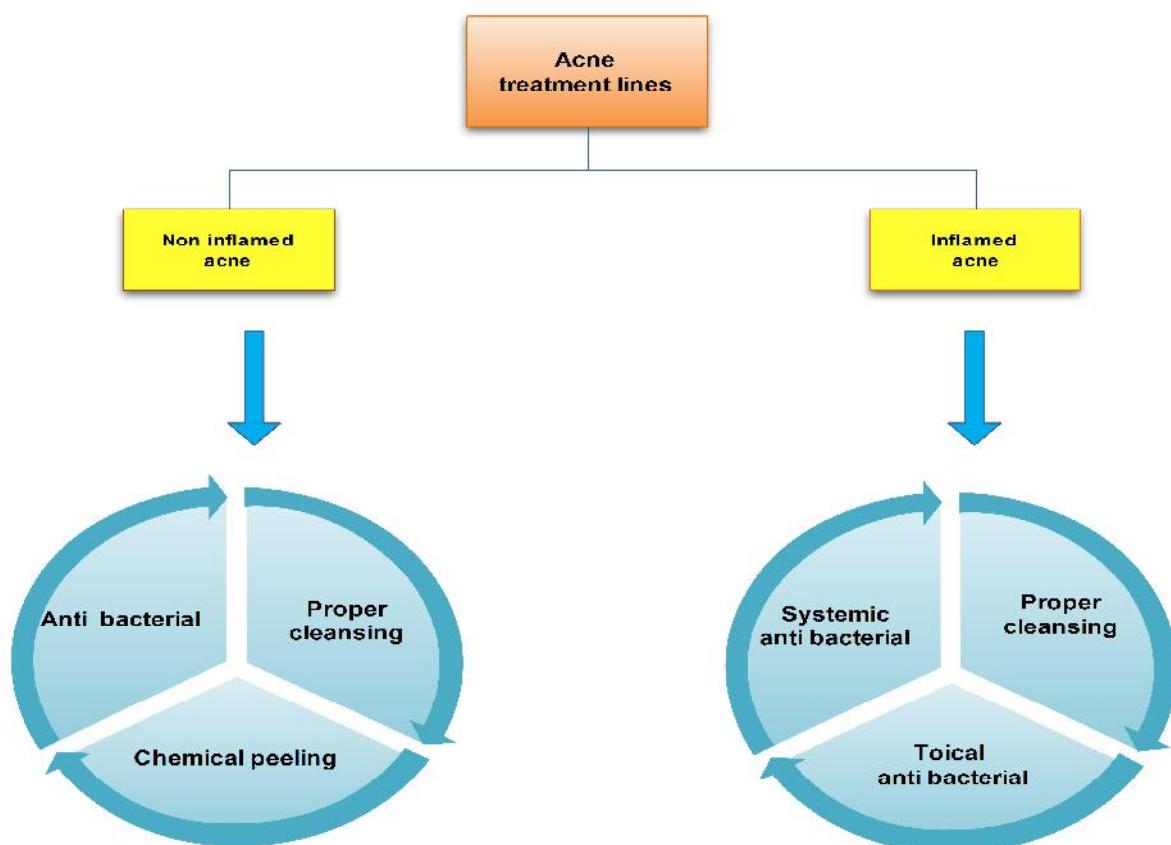
- ⌚ Scaring prevention
- ⌚ Reduction of the number of lesions
- ⌚ Minimizing embarrassment caused by acne
- ⌚ Reducing acne flare up and pain sensation

✓ Acne treatment medication aims to reduce

- ⌚ Clumps of cells in the follicle
- ⌚ Oil production
- ⌚ Bacteria
- ⌚ Inflammation

✓ Acne treatment lines

- ⌚ Proper cleansing (superficial and deep cleansing)
- ⌚ Chemical peeling
- ⌚ Topical bacterial treatment
- ⌚ Systemic bacterial treatment
- ⌚ Oral retinoid (isotretinoins)



■ Patient education

- ✓ Proper skin cleansing , once in the morning and once in the evening
- ✓ Physical scrubbing is not recommended as acne could get worse
- ✓ The skin should not be touched very often . people who squeeze , pinch , or pick their blemishes have high risk of scaring
- ✓ Men who have acne should use whether electric or safety razor as it is more comfortable . the blade should be sharp and the beard hair should be softened with soap and water before shaving cream is applied
- ✓ Tanning should be avoided. Even though a tan may hide blemishes the benefits are temporary
- ✓ Choose cosmetics carefully. It must be oil free
- ✓ Use hair products that labeled non-comedogenic
- ✓ Avoid types of diet that make acne flare up

▪ Products available at NMC

Product	Ingredient	Feature	Benefit	Picture
EXFOLIAC Acnomega 100 cream	<ul style="list-style-type: none"> • AHA • omega HA • Zinc salts • alpha bisabolol 	<ul style="list-style-type: none"> • Control sebum • Anti bacterial action • Normalization of keratinization process • anti inflammatory action 	<ul style="list-style-type: none"> • Used in mild to moderate acne prone skin • Balance & clear the skin • Enable pimple & black heads elimination 	
EXFOLIAC Acnomega 200 cream	<ul style="list-style-type: none"> • AHA • Omega HA • Zinc salts • Alpha bisabolol 	<ul style="list-style-type: none"> • Control sebum • Anti bacterial action • Normalization of keratinization process • anti inflammatory action • Seboregulatory effect 	<ul style="list-style-type: none"> • Used in strong to confirmed acne prone skin • seboregulating & anti bacterial action • Balance & clear the skin • Enable pimple & black heads elimination 	
EXFOLIAC Lotion 125 ML	<ul style="list-style-type: none"> • AHA • BHA • Zinc salts • alpha bisabolol 	<ul style="list-style-type: none"> • Control sebum • Anti bacterial action • Normalization of keratinization process • anti inflammatory action • Seboregulatory effect 	<ul style="list-style-type: none"> • Used in moderate to severe acne prone skin for whole body face , chest , back • folliculitis (ingroing hair) of beard • 3. pili incarnati 	
EXFOLIAC NC GEL 30 ML	<ul style="list-style-type: none"> • NIACINAMIDE 4% OR NICOTINAMIDE E 	<ul style="list-style-type: none"> • Fight against pimples appearance • Enable pimples elimination 	<ul style="list-style-type: none"> • Local care for inflammatory acne • Occasional acne problem 	

Product	Ingredient	Feature	Benefit	Picture
DUCRAY Keracnyl Cream – 30ml	<ul style="list-style-type: none"> • Myrtacine • Glycolic acid • Salicylic acid • Lactic acid • Sabal Sereona • Alpha-bisabolol • Glycyrrheinate stearyl 	<ul style="list-style-type: none"> • Anti-bacterial acts on P.acnes & Soothes irritations • Keratolytic effect (AHA + BHA) • Sebum-reducing combination • Anti-irritants 	<ul style="list-style-type: none"> • Complete regulating cream • Helps to clear blemishes and blackheads • Allows make-up to be applied and combats shine 	
CLEARASIL Rapid action treatment cream	<ul style="list-style-type: none"> • 2% salicylic acid • 5% Polyhydroxy acids (PHAs) 	<ul style="list-style-type: none"> • It has Keratolytic, Seboregulatory anti infective action 	<ul style="list-style-type: none"> • reduces spot size and redness in 4 hours 	
CLEARASIL Rapid action treatment pads	<ul style="list-style-type: none"> • 2% salicylic acid • AreaumatsTM 	<ul style="list-style-type: none"> • It has Keratolytic action • Soothing and calming action 	<ul style="list-style-type: none"> • reduces spot size and redness in 4 hours 	

Product	Ingredient	Feature	Benefit	Picture
RoC Purif-Ac blemish correction emulsion	<ul style="list-style-type: none"> • Salicylic acid • sepicontrol A 5 • Cedar wood • Portulaca • Allantoin & bisabolol • copper & zinc 	<ul style="list-style-type: none"> • Keratolytic action • sebo-regulating action • Comedolitique • Anti bacterial & fungus action ,Anti pruritic • Anti inflammatory • Reinforce immunity defense • soothing action • Repairing action 	<ul style="list-style-type: none"> • Reduce imperfections & un clog the pores • regulating sebaceous secretion • Healing • Reduce inflammation & protect the skin • Soothes redness & inflammation • Healing of marks left by spots 	

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